

DISTRIBUTION AGE

A CHILTON  PUBLICATION

MARCH 1957



ONE does the work of six!

...in 1/2 the time!...with savings up to 25%



2

Mercury Tug Electric Tractor pulling loaded Mercury A-310 Trailers.



1

Mercury Fork Truck loading Mercury A-310 Trailers



3

Mercury Fork Truck stacking pallet loads at destination.



In one trip, Mercury "Trackless Train" moves same volume as six fork trucks.

When moving material over 150 feet take the short cut to lower handling costs . . . the Mercury Fork Truck—"Trackless Train" System. One Mercury tractor provides the power that moves trailer loads over long distances. Mercury fork trucks load, unload and stack at receiving and destination points. The result—no wasted motive power—each unit performs its job at top efficiency.

For flexibility, the Mercury Fork Truck—"Trackless Train" offers many advantages.

Trailers can be routed anywhere, stored temporarily with loads intact or moved by hand over short distances. Tractors are quickly detached from the "burden carrier"—need not make return trip empty. Tonnage can be varied by adding or subtracting trailers. Hundreds of plants, large and small, now use the Mercury Fork Truck—"Trackless Train" System. Investigate its possibilities for your handling facilities. Mail coupon below, today.

MERCURY
MANUFACTURING COMPANY
Manufacturers of a Complete Line of Fork Trucks, Platform Lift Trucks, Industrial Tractors and Trailers.

Attach to your letterhead for complete details

MERCURY MANUFACTURING COMPANY
4104 South Halsted Street
Chicago, Illinois

Send me full information on the Mercury Fork Truck—"Trackless Train" System of Material Handling.

Name _____
Firm _____
Address _____
City & State _____

Circle No. 1 on Card, Facing Page 49, for more information

EXPERIENCE

more experience in airfreight than any other airline enables American to serve traffic managers better!



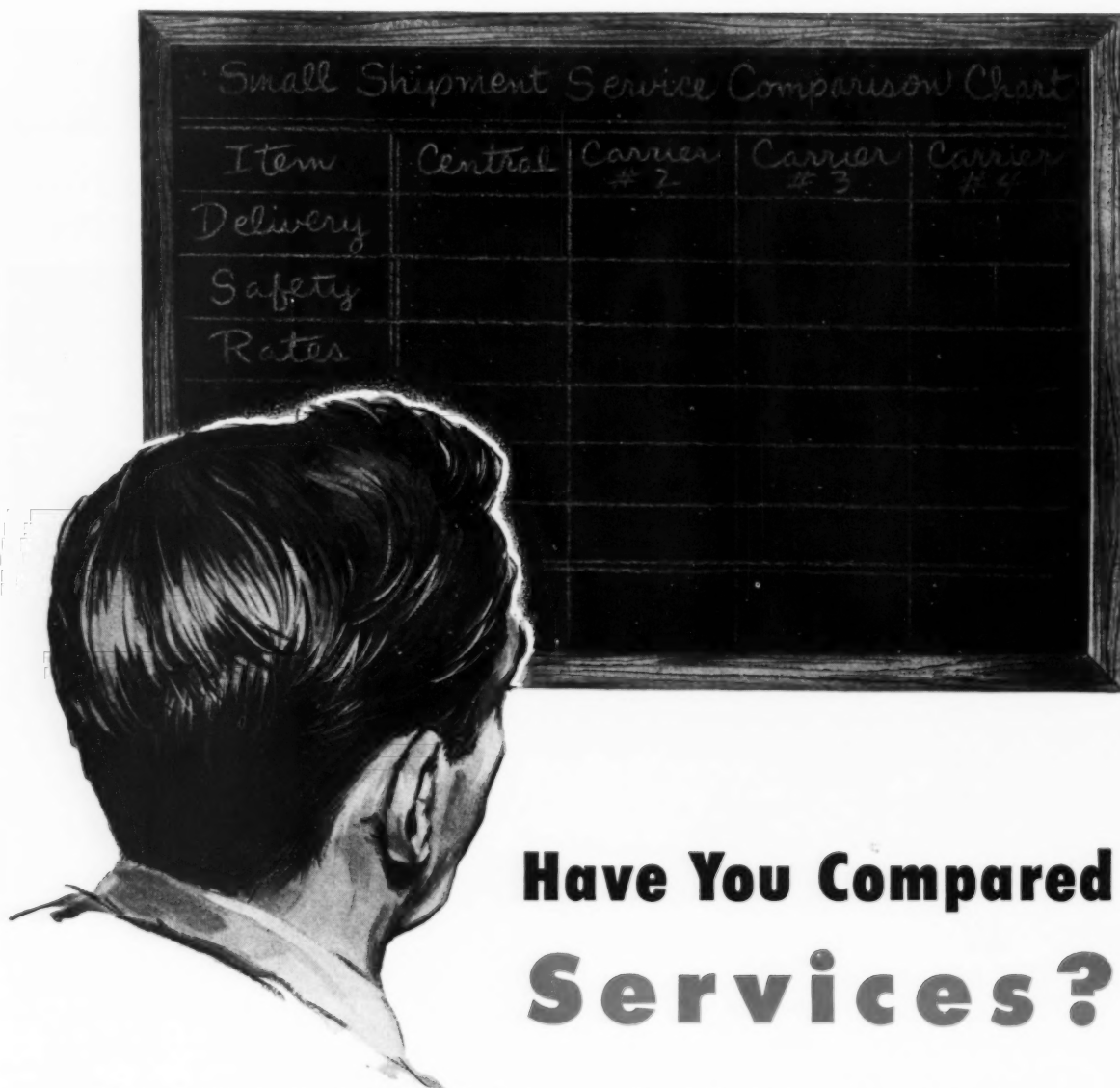
It costs only \$7.50 for a typical 100 lb. shipment from New York to Chicago ... only \$18.80 from Chicago to San Francisco.

First with scheduled freight service, American Airlines today has the largest, most experienced personnel force as well as the newest and most extensive handling facilities. That's why American offers the best assurance of fast forwarding and dependable on-time deliveries... deliveries which enable traffic managers to cut transit time from days to hours... and get better handling of their shipments.

AMERICAN AIRLINES AIRFREIGHT

—flies more freight than any other airline in the world

MARCH, 1957



Have You Compared Services?

We urge you to compare Central's Specialized Small Shipment Service with any other service. More than 99% of Central's shipments are LTL.

Central's direct service means Controlled Scheduling . . . immediate handling . . .

prompt dispatch . . . freight cleared from terminals daily.

Central's claim record is tops in its class of Southern carriers . . . 99.5% perfect.

And Central's affirmative rate policy welcomes small shipments.



ASK THE MAN FROM CENTRAL

He will be happy to help you

Compare Services . . . Check Rates . . . Specify Routing

Linking the Carolinas with the East and West

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THE COVER

A push-button console is the heart
of automated order filling system
in blouse warehouse. See Page 34.

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MARCH, 1957

DA DISTRIBUTION AGE

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March, 1957

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SHELL CHEMICAL CORP.—Working in the processing area of this huge Shell plant, a Clarklift rushes boxes of synthetic rubber to shipping area. Commented the foreman, "I like this truck for a lot of reasons but mainly because it's fast and easy to operate...especially in tight areas."

HERE'S WHAT LOS ANGELES THINKS OF THE NEW CLARKLIFT

There's a gold rush of industrial growth here in Los Angeles. Last year, 123 new industries entered the area—\$344 million was invested in industrial expansion.

Although this remains a land of sunshine and relaxation—there's a rush for ultimate efficiency in operation. Any method that will cut overhead and operating costs looms in importance. It's why eyes opened wide when the new Clarklift came West.

For Clarklift is news to effi-

ciency-minded management. From the marvel of a longer wheel base with a *shorter turning radius*, to the speed and convenience of finger-tip controls, the Clarklift offers more practical design innovations than a half-century of fork truck development has produced.

Superintendent Orovic of American Hardwood Company summed up the general opinion with, "We needed a lift truck that could keep pace with our growing business. We looked over

the whole field . . . decided the Clarklift line was our best dollar investment."

How about your company? For details call your local Clark dealer or write us direct. On request, we'll arrange a demonstration in your plant.

Industrial Truck Division

**CLARK
EQUIPMENT
COMPANY**
Battle Creek 11,
Michigan

**CLARK[®]
EQUIPMENT**

CLARKLIFT is a trademark of Clark Equipment Company



SIGNAL TRUCKING SERVICE LTD.—"We have over 880 pieces of equipment in operation—we handle thousands of rail cars a year," said John E. Carroll, Jr., Vice President. "Of necessity, we depend heavily on fork trucks. That's why we bought these new Clarklifts. They're outstandingly dependable, easy to operate, and what's more, our local Clark distributor gives us excellent and reliable service."



SMART & FINAL IRIS CO.—"High product damage could be disastrous in our business—after all we handle over 17 million cases of food and sundry items a year," commented John C. Woods, Vice President. "That's why we like our Clarklifts . . . smooth, safe controls—much faster lifting speeds. Efficiency like that saves us dollars."



LOCKHEED AIRCRAFT CORP. "Jet engines are heavy, but delicate. That's why the precise inching and sensitive controls of this truck are important to us."



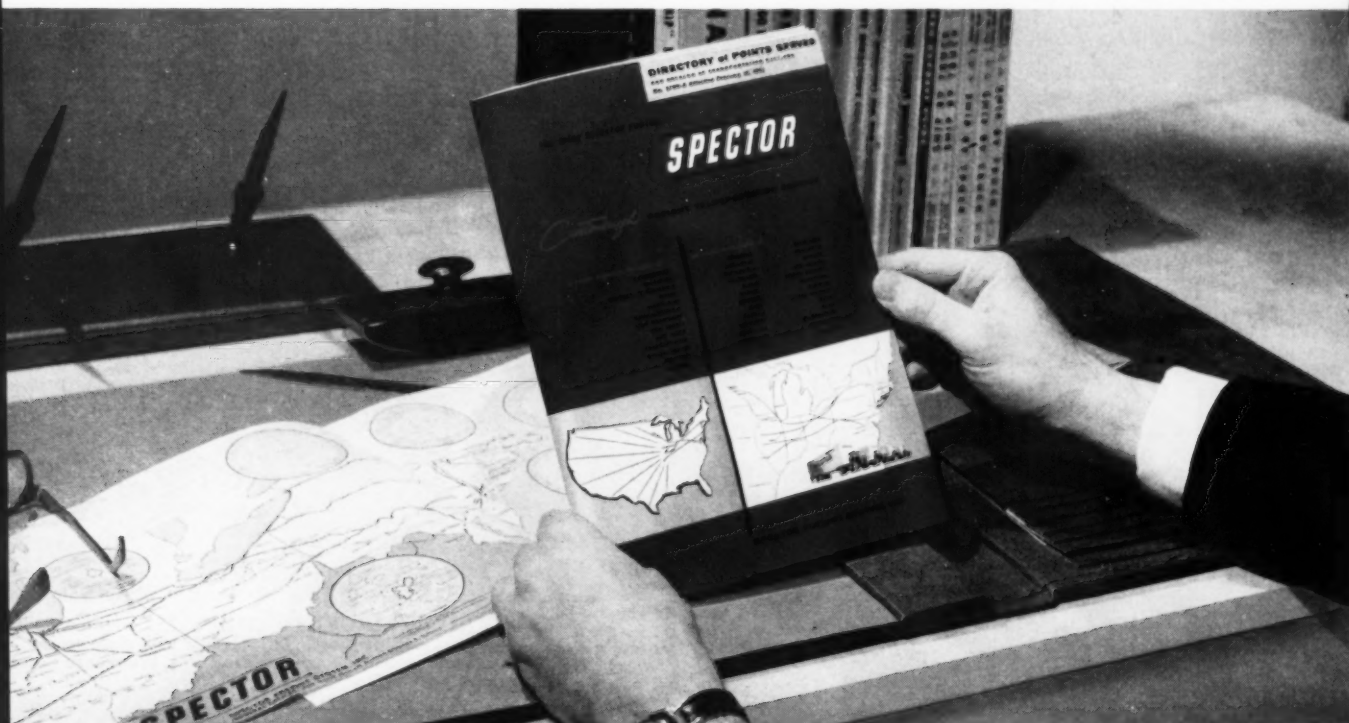
AMERICAN HARDWOOD COMPANY. "Sure I like this truck—best one I have ever driven," commented the driver. "It's easy to drive, easy to get on and off and there's no clutch pedal. I have to move a lot of lumber in a day—this Clark truck makes it simple to do."

Circle No. 2 on Card, Facing Page 49, for more information

the wise selector routes it

SPECTOR

**Taking the things of America
where they're needed...
when they're needed**



YOURS FOR THE ASKING—(or have your gal Friday do it for you!) It's our new 5700 *Directory of Points Served* (that's fancy for Point List) and *Catalog of Transportation Services*—all in one beautiful, easy-to-use book. Bet it's one of the most complete and helpful ever to cross your desk. It lists our direct and indirect points (we've some 10,000 of 'em!) and their gateways. Has a cartographic dream of a map of our authority. It details our *Customized* operations, equipment, terminal and general services. All fact . . . useable fact. All to help you with your important shipping job.

YES IT'S FREE—Fill out and mail the coupon today!

Sales Department, Spector Freight System, Inc.
3100 South Wolcott Avenue, Chicago 8

Please send copies of the new Spector *Directory of Points Served*:

Firm _____

Address _____

City _____ Zone _____ State _____

Attention _____ Title _____

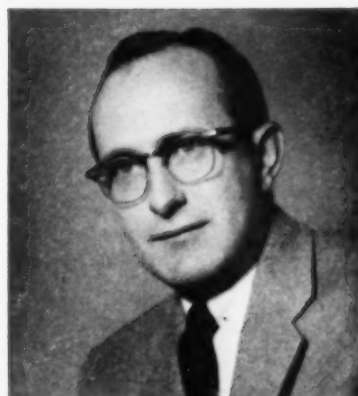
SPECTOR FREIGHT SYSTEM, INC.

CHICAGO 8

TERMINALS IN PRINCIPAL CITIES

Is Management Sold on the Role of Transportation in Your Firm's Distribution Effort? ... Really Sold!

by VAL J. WILLIAMS
Vice President, Sales
Spector Freight System, Inc.



ONE FORECAST FOR 1957 and the immediate business future is certainly shaping up according to the voice of its prophets: *American Management's all-out campaign to improve profits.*

The crusade for sales, better sales, intensifies daily. Management controls on budgets and the day-to-day costs of doing business are maintained with military vigil. "Sell more to amortize out our fixed costs . . . save more to retain more of our hard earned gross dollars," is management's double-barreled battle cry.

Most firms, yours, too, no doubt, are pretty well along in the development of their enterprise programming. Expansion plans have been well formulated and put into effect. Financing requirements have been provided for. Plant and production techniques have been well automatized. Executive and supervisory personnel is well along in development. Today the eyes of management turn to *distribution*, one of the remaining frontiers of significant "plus productivity" and cost reduction.

Informed marketing men tell us that the cost of distribution accounts for as much as 80% of the retail price of a product (distribution costs include those allocated to sales, merchandising, advertising, trade discounts, storage and transportation). You might find it interesting to check your own line of products and see what percent these costs take. But of even greater importance to you and your management is the percentage of *factory price* that goes into the distribution column. If your firm is typical it could run from 30 to 40 percent.

During the past three years, we have learned much about the needs and objectives of the traffic executive. In scores of Customer Conferences throughout the nation, we have become acutely aware of the increasing areas of distribution with which the typical traffic manager has become involved. And as his distribution responsibilities grow, his search for new and better ways of meeting his executive task expresses itself. Today's progressive traffic manager considers himself an integral member of his company's management team. He concerns himself with not only shipping, but with all of the many phases of his firm's activities: purchasing,

sales, packaging, quality control, etc. He meets and swaps ideas with his fellow executives, often, formally and informally.

One traffic manager tells of sitting down with his Sales Manager to discover that a seemingly perfect West Coast warehousing set-up could be replaced with direct LTL shipments. Despite a huge demand for the product (outboard motors) and a transportation cost borne by the customer, the two actually added a 2% bonus profit to the customer by this change. Delivery times were shortened and the direct cost and headache of making up special cars for warehouse routing was eliminated. Happy sales manager. Happy customers. Happy investors.

At another Customer Conference, we were told how the T. M. for one of our nation's leading can manufacturers (500 every 60 seconds per machine) made his Plant Manager's Christmas gift list, but good. Seems the Plant Manager wanted to talk to anybody and everybody who might have an idea on how to reduce mounting spoilage ratios. The two worked out a better way to bring the finished cans off the assembly line to their point of in-plant storage. They also devised a better method for loading cartons and bulk freight onto cars and trailers, greatly reducing the amount of in-transit knicks and dents.

Practically every traffic manager we spoke with works closely with his Purchasing Director. In doing so, they are more often than not able to work out a program to concentrate the firm's sources of supply both geographically and by in-bound schedule. Capital outlay for inventory is reduced, paper work is minimized, material flow improved.

Another important source, we were told, for constructive ideas and recommendations is found in suppliers to the traffic department: packaging people, business form houses, material handling purveyors. Many traffic managers tell us that they rely heavily upon these for data and ideas, particularly when new objectives and distribution projects are instituted.

Of these sources, you tell us, few are in a position to be more helpful than your carriers.

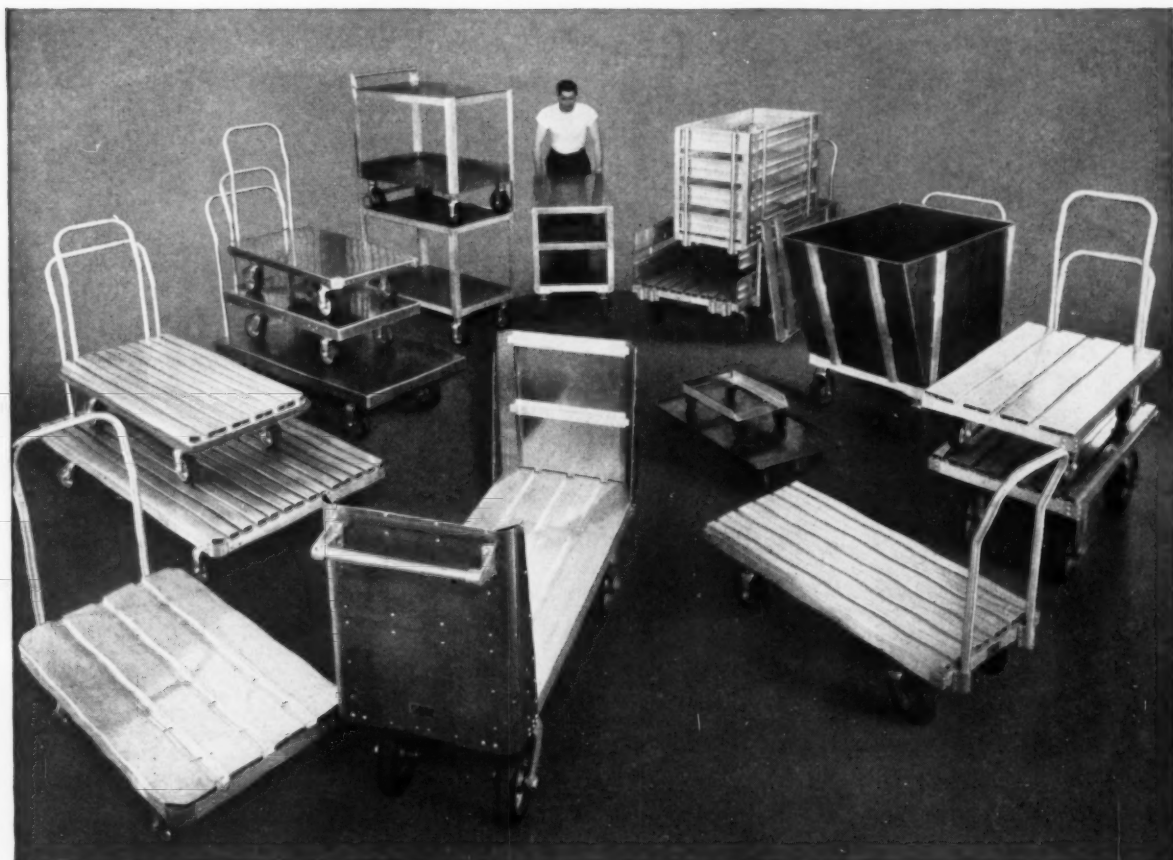
Today's forward-thinking common carriers, like yourself, are committed to a *total distribution* approach to their business relations. They know that distribution involves more than the selection and utilization of dependable motor carriage . . . more than the proper use of air, rail, water and pipeline transportation. They, like you, appreciate the importance of working in all areas of distribution from the flow of raw materials through fabrication and assembly, warehousing, jobbing, retailing and consumer use. They, like you, know that improvement in one area of activity may mean extravagance in another . . . that added expenditures in one may result in important savings in another. They know that their counsel and service to you involves counsel and service from product design to plant location . . . from shipping room layout to dealer shelving . . . from the scale of your freight allowances to the formation of a realistic transportation budget per cwt on your various commodities.

Yes, consult with your better carriers. You'll find them both willing and able to help you and your firm build more customers, more profitably.

Call upon them. Good things will happen if you do. And one of these good things is certain to be the better appreciation by your management of transportation's role in your *total distribution* effort.

• • •

Val J. Williams has been a member of Spector's management team since 1952 when he joined the company as Vice President, Equipment and Properties. Named to head Sales in early 1954, he is responsible for the development of the Spector Sales Production Plan which is recognized as one of the finest in American Industry. A graduate of Butler University and holder of a Masters Degree from the University of Michigan, Williams was voted the outstanding local president (Indianapolis) of the Junior Chamber of Commerce in 1951. He is currently active in scores of national industry and civic activities. Williams, 39, his wife Irene, and their seven children make their home in suburban La Grange, Illinois, where he is president of the Little League baseball, a member of the planning committee of the Boy Scouts of America and charter member of the La Grange Field Club.



Magcoa/Tobey lightweight aluminum trucks—

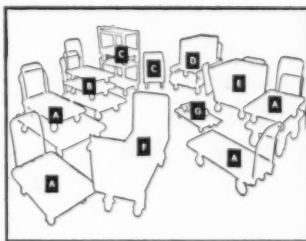
Made for special jobs... sold as standard equipment!

Magcoa/Tobey *aluminum* trucks solve all kinds of problems. Because we have a wide range of styles and sizes, chances are there is a *standard* truck to solve your *special* problem.

Most important of all, Magcoa/Tobey trucks save you money—are the most efficient and economical to operate. Lightweight aluminum construction completely eliminates cumbersome dead weight. Magcoa/Tobey trucks start, stop, and steer quicker and easier.

Revolutionary swivel casters provide free-swivel action under full load; increase efficiency, assure maximum maneuverability. Full range of caster sizes and wheels-and-tire types for every load and floor condition.

In short, Magcoa/Tobey trucks cut those truck costs which mean the greatest savings to you: the cost of *moving* the truck!



A. Flat bed trucks—extrusion decks—round or square corners—dozens of sizes. Tops in shock-absorbing flexibility.

B. Flat bed trucks—flush decks. The ultimate in lightness and freedom from crevices.

C. Multiple deck trucks—Masonite or sheet aluminum decks—many varieties and sizes.

D. Removable sides and ends, couplers, hitches and other standard accessories available on most styles.

E. Bin trucks and other enclosed designs as specified.

F. Fixed end trucks—for baggage handling and similar jobs.

G. Dollies and other specials.

There is something new in trucks. Get the full facts from the new Magcoa/Tobey Data File. It shows the dozens of types and hundreds of sizes available to help solve *your* special problem. No obligation. Use the handy coupon.

MAGNESIUM COMPANY OF AMERICA

TOBEY ALUMINUM DIVISION

East Chicago 3 Indiana

Representatives in Principal Cities

☐ Please send Magcoa/Tobey Data File

Name and title _____

Company _____

Address _____

City-Zone-State _____

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Circle No. 3 on Card, Facing Page 49, for more information

Look under the lightweight aluminum bed and . . .



see these free-swivel casters — another reason why Magcoa/Tobey trucks are easier to push

That 30" x 48" truck bed in the photo weighs a mere 45 lbs. . . yet it will support loads in excess of 3,000 lbs. But light weight is just part of the Magcoa/Tobey story—look at the casters, too! They are one more major reason why Magcoa/Tobey trucks are the easiest pushing, easiest steering trucks on the market. Think of the dollar savings this means.

The real cost of a truck is the *cost of moving it!* How much to move the average truck? Based on \$1.50 per man-hour plus overhead . . . probably at least \$3,000-\$4,000 a year. If you can save as little as 5% of that cost through increased efficiency—you save \$200 per man, per year, *every*

year. Magcoa/Tobey lightweight beds and heavy-duty casters assure you of that important 5% increase in efficiency . . . usually more.

These casters are different. Magcoa/Tobey swivel casters feature big, tapered roller bearings . . . placed at opposite ends of a long, large-diameter spindle for complete freedom from binding even under full load! A labyrinth seal retains lubricant, keeps dirt out—virtually eliminates maintenance. These are free-swivel action casters that give easier starting and steering, elimination of wobble . . . longer caster life.

Test and compare—Test a Magcoa/Tobey truck in your operation along with any other make of truck. Watch which truck your people grab first when they have a choice—Magcoa/Tobey every time. It's less work to push a Magcoa/Tobey truck—your people handle more loads in less time with less fatigue. You operate at a lower cost.

What's your problem? Name the "special" kind of truck you need; there's probably a Magcoa/Tobey standard truck to do the job. There

are over 100 styles and sizes for every type job from handling food to handling greasy industrial products. You get specialized equipment for specialized jobs . . . at standard equipment prices.

Send for a copy of the Magcoa/Tobey Data File. It gives full details and specifications . . . the complete Magcoa/Tobey cost-saving story. No obligation—just use the coupon below.

MAGNESIUM COMPANY OF AMERICA • TOBEY ALUMINUM DIV.

East Chicago 3, Indiana

Representatives in principal cities



Produced in Canada by Magcoa Limited,
277 Kipling Ave. South, Toronto 14,
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☐ Please send Magcoa/Tobey Data File

Name and Title _____

Company _____

Address _____

City-Zone-State _____

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SUPERIOR DESIGN AND CONSTRUCTION

Big tapered roller bearings—spaced wide apart

Large-diameter spindle—not a skinny "king pin"

Available in a wide range of wheel sizes in most types—molded rubber tread, zero pressure, pneumatic and phenolic (plastic).





OTIS ELEVATOR COMPANY, ALWAYS
THE LEADER IN VERTICAL MATERIALS
HANDLING, HAS TAKEN ITS FIRST
STEP TOWARDS LEADERSHIP IN
HORIZONTAL MATERIALS HANDLING.

THE BAKER-RAULANG COMPANY . . .

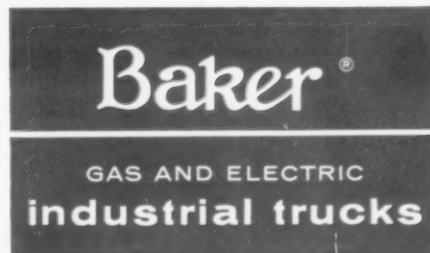
WORLD'S WORD FOR ELEVATOR QUALITY



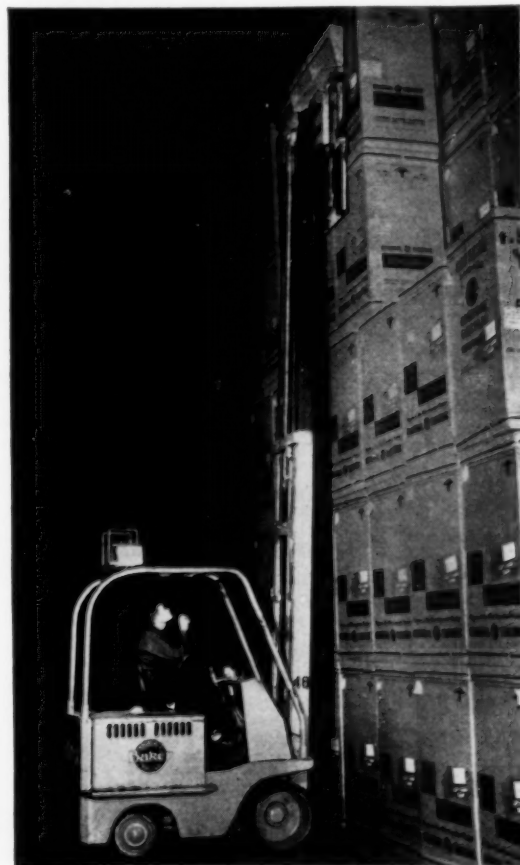
Among the products of The Baker-Raulang Company is the Traveloader, an entirely new concept in the field of mechanized handling of long, bulky loads. The Traveloader performs three distinct operations. It stacks like a fork truck, carries like a straddle truck, and delivers like a road truck. Gas or Diesel-powered Traveloaders are available in 6,000 to 30,000 pound capacities. A 4,000 pound capacity Electric-powered Traveloader with solid tires is available for indoor handling in narrow aisles.

OTIS has greatly expanded the engineering and research facilities of its recently acquired subsidiary, the **BAKER-RAULANG COMPANY**, Cleveland, Ohio. The product line has been broadened. It now includes a complete range of GAS and ELECTRIC Fork Trucks and an exclusive line of GAS and ELECTRIC side-loading Traveloader® Trucks, also Crane and Platform Trucks. You can now look to OTIS and BAKER for progress in horizontal materials handling.

... AN OTIS SUBSIDIARY, IS THE MAKER OF



Baker's newest gasoline powered fork truck is available in many models, with capacities to 6,000 pounds. It features low initial cost, high lift, plus speed and economies of operation.



The battery-powered fork trucks in the Baker line range in capacity from 1,000 to 15,000 pounds. Baker was a pioneer in materials handling and has been producing electric industrial trucks for more than 35 years.

Circle No. 5 on Card, Facing Page 49, for more information

AGE OF DISTRIBUTION



TOLEDO, PEORIA & WESTERN RAILROAD COMPANY

FELLOW MEMBERS OF THE DISTRIBUTION SYSTEM:

Let's face facts. T. P. & W. is visiting you in DISTRIBUTION AGE purely and simply to sell . . . to sell by offering benefits to you in the form of our already well known services, as well as new ones that are constantly being developed.

There is logic in this, because we have found that people *do* buy when they find out about T. P. & W.'s unique position in the world's distribution system. They buy when they learn of our "time cushion," our by-passing of big-city congestion, our well-earned nickname of "Transcontinental Peoria Way." They buy—today—*four times* as much as a short eight years ago.

In future issues you will read also of our philosophy of living on peaceful terms within the structure of existing laws. We may feel that there are inequities in some laws. We may support associations that seek to change them through greater public knowledge of basic transportation truths.

Yet, we cannot exist today on next year's legislation. We are, and always must be, primarily a distribution service agency. Our major thoughts and efforts, therefore, are spent on constructively improving our position in this "Age of Distribution," through the improvement of our service in time, dependability, cost and flexibility.

Understanding this philosophy, you will not be surprised to learn that we built a coal dock to load barges on the Mississippi River, or that other types of docks are presently contemplated. Or that, during 1956, three firms* acquired T. P. & W. industrial land and began building warehouses which will also be served by trucks. Or that Olin Mathieson Chemical Corp. will soon begin construction in one of our Industrial Districts which will be served by all of the Big Three—rail, barge and truck.

We're happy to be with you and a part of you in this, the "Age of Distribution." May our visits with you on this page prove to be of mutual benefit. Call us at any time, either to ask for or to give us information.



J. Russel Coulter

J. Russel Coulter
President

*Georgia Pacific Corporation, The Great Atlantic and Pacific Tea Co., General Warehouse and Transportation Co.



How A. O. Smith Corporation makes a "Diagonal Tie" with USS GERRARD Round Steel Strapping

This unique diagonal tying method was designed by the Plant Superintendent of the Welding Products Division, A. O. Smith Corporation, Milwaukee, Wisconsin, in cooperation with a USS Gerrard sales representative.

Intricate-looking enough to be nicknamed the "Diagonal Tie," the method is actually very simple and has proved ideal for securing corrugated boxes of welding electrodes. The USS Gerrard Round Steel Strapping not only acts as a perfect closure but reinforces the box so that it will not tear when one end is lifted. In addition to preventing box dam-

age and lost pieces, the "Diagonal Tie" makes a very favorable impression on customers.

The "Diagonal Tie" is made on the Gerrard Model Q Semi-Automatic Machine. A. O. Smith's Welding Products Division has been using USS Gerrard Steel Strapping for over ten years.

You, too, can receive the time- and money-saving advantages that USS Gerrard has to offer. No matter what your packaging-shipping problem is, we'll come up with a practical solution. Contact a USS Gerrard Sales representative for any help you need.



THE DIAGONAL TIE

NEW CATALOG—HOT OFF THE PRESS!

36 pages of photographs, description, facts and figures on all USS GERRARD Steel Strapping and associated equipment.

GERRARD STEEL STRAPPING DIVISION, UNITED STATES STEEL CORPORATION
GENERAL OFFICES: CHICAGO, ILLINOIS

GET THIS CATALOG NOW

Gerrard Steel Strapping Division
United States Steel Corporation
4731 South Richmond St., Chicago 32, Ill.

Please send me, free of charge, the new 36-page GERRARD Blue Book of Packaging.

Name Title

Company

Address

City State

☐ Have Salesman Call

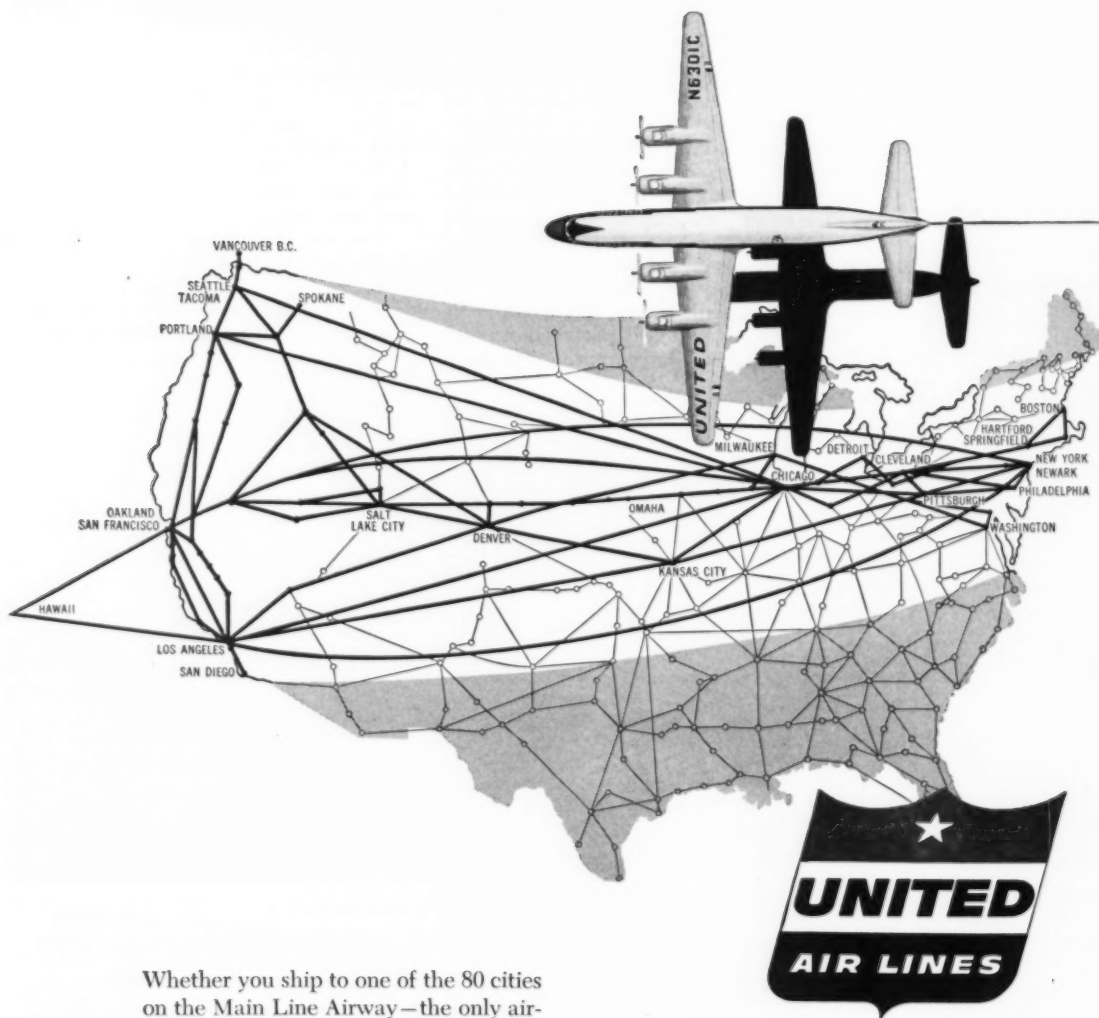
☐ Literature only

USS GERRARD
Round and Flat **STEEL STRAPPING**

UNITED STATES STEEL



Your Air Freight Line to Everywhere



Whether you ship to one of the 80 cities on the Main Line Airway—the only air-line route linking the East, the great Midwest, all the Pacific Coast and Hawaii—or to any other point in the nation or the world, ship United!

United's Reserved Air Freight (space cleared and held for your shipment on *any* United flight), frequent schedules, single airbill and door-to-door delivery service all help to speed your shipment and simplify your shipping.

Whenever you ship, wherever you ship, call United first!

For service, information, or free Air Freight booklet, call the nearest United Air Lines Representative or write Cargo Sales Division, United Air Lines, 36 South Wabash Avenue, Chicago 3, Illinois.

Examples of United's low Air Freight rates

	per 100 pounds*
CHICAGO to CLEVELAND	\$4.78
NEW YORK to DETROIT	\$5.90
DENVER to OMAHA	\$6.42
SEATTLE to LOS ANGELES	\$9.80
PHILADELPHIA to PORTLAND . . .	\$24.15
SAN FRANCISCO to BOSTON . . .	\$27.00

*These are the rates for many commodities. They are often lower for larger shipments. Rates shown are for information only, are subject to change, and do not include the 3% federal tax on domestic shipments.

SHIP FAST... SHIP SURE... SHIP UNITED



NEWS

Research and Training Program To Be Studied at NFWA Meeting

Interest will be directed toward research and training when the National Furniture Warehousemen's Association holds its March 17-22 Annual Meeting in Palm Beach, Fla.

Progress of The National Moving and Storage Technical Foundation in implementing the NFWA Master Plan for Expansion will be discussed. In connection with this program, Dr. H. A. Leedy, vice president and director of Armour Research Foundation of the Illinois Institute of Technology, will speak on "What Research Can Do for This Industry."

Other speakers will include Edward D. Breault, manager of the Sky-Van Division of Slick Airways, who will discuss air transportation of household goods, and Luther P. Waring, president of American Storage Co., Washington, D. C., who will discuss financing new buildings.

—DA—

The 1957 Spring Meeting of the Fibre Box Association will be held at the Ambassador Hotel, Los Angeles, Cal., April 11-12.

—DA—

Transportation Week

The week of May 12 has been designated National Transportation Week, according to an announcement by Frank L. O'Neill, president of the Associated Traffic Clubs. One day of the week, Friday, May 17, has been set aside as National Defense Transportation Day.

MARCH, 1957

Transportation Association of America Seeks Tax Relief; Re-elects Officers at Annual Meeting

The Transportation Association of America, meeting in Chicago last month, adopted a resolution calling for repeal of the federal tax on transportation. The resolution called attention to the almost universal opposition to the excise taxes, and pointed out that loss of revenue through repeal would be offset by income tax gains.

—DA—

Changed Carrier Definition Asked by ICC in Draft Bill

The ICC, on February 8, sent to Congress a draft bill to revise the definition of contract carrier by motor vehicle in Section 203 (a) (15) of the Interstate Commerce Act.

Under the proposal, Section 209 (b) would be amended to limit the person or persons and number or class of persons for which a contract carrier by motor vehicle may lawfully perform transportation services without additional authority.

—DA—

"Blueprint for Tomorrow" will be the theme of the 1957 annual meeting of the Folding Paper Box Association. The meeting will be at the Drake Hotel, Chicago, April 1-4.

—DA—

Pallet Group Approves Trade Promotion Program

An expanded trade promotion program for 1957 was approved by the National Wooden Pallet Manufacturers Association during their 10th Semi-Annual Meeting in Hollywood, Fla. A budget increase, to support this program, was also approved.

Officers re-elected were: George P. Baker, professor of transportation at Harvard, president; James L. Madden, vice president of the Metropolitan Life Insurance Co., chairman of the Board; F. O. Prior, president of Standard Oil Co. of Indiana, corporate vice president, and H. F. Hammond, executive vice president. Richard L. Bowditch, president of C. H. Sprague & Co., was elected a corporate vice president.

A highlight of the meeting was a panel discussion presented by the chairmen of three major federal government regulatory bodies. They were: Owen Clarke, chairman of the ICC; Clarence G. Morse, chairman of the Federal Maritime Board, and James R. Durfee, chairman of the Civil Aeronautics Board.

—DA—

Brief on Demurrage Filed With ICC by Traffic League

The National Industrial Traffic League on February 15 filed with the ICC an 83-page brief in I&S Docket No. 6646—Increased Demurrage Charges, 1956.

The League requested that the examiner recommend 27 specific findings of fact and that the Commission adopt six conclusions.

(Please Turn Page)

Chuting the News . . .

(Continued from Preceding Page)

ICC Renews Opposition to Railroad Effort for More Rate-Making Freedom; Urges Protection of Carriers

The Interstate Commerce Commission has renewed its opposition to railroad efforts to get more rate-making freedom but, at the same time, has urged Congress to act to protect the public carriers from gradual "erosion" of their traffic.

In its 70th annual report to Congress, the Commission said that public transportation generally is a sound, progressive and profitable business. However, "a process of erosion" has been taking "a gradual and persistent toll" for some years.

The Commission expressed concern over the increasing competition faced by rail and motor common carriers from exempt and private carriers, and noted that although the railroads are handling a larger volume of traffic, their percentage of the total has declined.

"We see the central problem as one which involves the future of carriers which provide a public type of transportation as contrasted with transportation of the type which is limited to an individual shipper," the Commission said.

Legitimate private transportation is not amenable to regulation except as to safety, the report continued. Some of the trouble, according to ICC, stems from transportation not legitimately private in nature, together with that provided by exempt carriers. To the extent that these troubles are amenable to control through legislation, the Commission urged consideration of the problems:

"1. The increase in the scope of the agricultural commodity exemption through interpretations by the courts. We believe these interpretations carry the exemption far beyond what Congress intended.

"2. The inequality arising out of the payment by for-hire carriers of the special tax on the

transportation of persons and property.

"3. The increasing use of private transportation which is in part due to tax inequality.

"4. The narrowing of the zone of operations between contract and common carriers.

"5. The use of transportation service by the Government at reduced rates under section 22 of the act."

—DA—

Defense Official to Oppose Abolition of Section 22

A Defense Department spokesman recently predicted that the Weeks Report recommendations dealing with reduced freight rates on government traffic again will be considered by Congress. He said his agency will oppose complete abolition of Section 22.

Earl B. Smith, director of transportation and logistics, speaking before the National Motor Freight Traffic Association, in Washington, acknowledged that there are definitely bad features of Section 22 as now written which need modification.

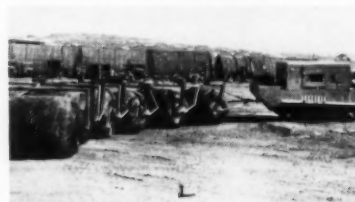
—DA—

Regional Directors Appointed by SIPMHE

E. C. Gripenkerl, of Packaging Industries, Limited, Inc., has been named eastern regional director of the Society of Industrial Packaging and Materials Handling Engineers.

The announcement was made by Earl B. Candell, the Society's chairman of the Board. Regional directors re-appointed for 1957 are: A. M. Lownsbury, Railway Warehouses, Inc., Cleveland, for the Mid-Continent area, and C. Lippman, Columbia Geneva Division, United States Steel, San Francisco, Western area.

Fuel Transporters



Lined up behind the M-29 Weasel above are six rolling fluid transporters tested by the Army for field distribution of liquids. These containers, made of rubber and built to carry 500 gal each, were put through trials on the Greenland ice cap. They are expected to save the Army considerable vehicular space in distributing fuels in the field

MHI Committee Chairmen Appointed by President

Chairmen of The Material Handling Institute's ten committees were announced recently by President George G. Raymond, Jr., of The Raymond Corporation.

Heading the five committees in the membership field, under general leadership of Vice President R. L. Fairbank, of Towmotor Corporation, will be:

George Greenberger, Sage Equipment Co., Membership; Roland Whitehurst, Exide Industrial Division, The Electric Storage Battery Company, Exposition; E. W. McCaul, Jervis B. Webb Company, Exposition Technical Sessions; Frank P. Minnelli, The Yale and Towne Manufacturing Company, Statistics; and David H. Cissna, Ingersoll Kalamazoo Division, Borg-Warner Corporation, Social Committee.

Second Vice President Eugene Caldwell, of Hyster Company, will coordinate committees in the market field. Chairmen of these will be:

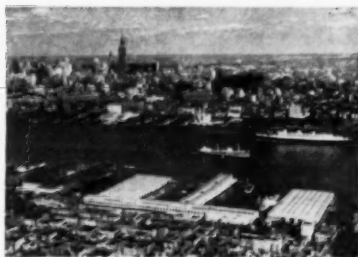
C. L. Fell, The American Monorail Co., Educational; W. G. Rey-croft, The Bassick Company, Professional Society Cooperation; J. G. Bucuss, Acme Steel Products Division, Acme Steel Company, Management Group Cooperation; Ward E. Duchene, Heppenstall Company, Public Relations; D. H. Bitney, Union Steel Products Company, The College-Industry Committee on Handling Education.

Safe Driving Award



Western Express Co., Cleveland, Ohio, was presented this President's Trophy by Transportation Underwriters, Inc., at a recent award luncheon in Erie, Pa., in recognition of 1,019,001 consecutive accident-free miles

New Hoboken Piers



The Hoboken Port Authority has completed an \$18-million marine terminal construction and modernization program. Two new cargo piers have been added and Pier B rehabilitated for cargo-passenger use. The headhouse also was improved

Legislative Line-up

Following is a brief summary of legislative items pending in Washington. The status reported is as of February 14.

FOREIGN FREIGHT FORWARDERS—No hearings are listed yet by the House Merchant Marine Committee on HR 479, to require licensing of foreign forwarders by the Federal Maritime Board.

GOVERNMENT COMPETITION—HR 1975, calling for a federal policy on the extent of government competition with private business, is before a House Government Operations subcommittee.

POSTAL RATES—Proposals by the Post Office Dept. for a 5¢ rate on letter mail were awaited on Capitol Hill.

SECONDARY BOYCOTTS — No hearings on S. 76, to eliminate secondary boycotts and "hot cargo" contracts, have been scheduled by the Senate Labor Committee.

SOCIAL SECURITY—HR 239, to permit combining of social security and income tax reporting by businessmen, is not yet listed for hearings by Ways and Means Committee.

TRUCK ROUTES — House Commerce Committee has scheduled no hearings on HR 1066. The bill would require common carrier truckers to set up "reasonable" through routes and joint rates and charges with other common carriers.

TRANSPORT POLICY — Both the House and Senate Commerce Committees await word from the U. S. Commerce Dept. on proposals to alter the national transportation policy.

—DA—

Wooden Box Assn. Holds Election of Officers

Thomas Munroe, president and treasurer of the Moraine Box Co., was elected president of the National Wooden Box Association during its 58th Annual Meeting in Boca Raton, Fla.

F. B. Joy, of Ace Box Co., was elected a vice president while the following were re-elected to office:

Arthur Temple, Jr., Temple Associates Box Factory, vice president; John M. Nelson, 3rd, The Nelson Company, vice president; C. D. Hudson, Washington, D. C., executive vice president; H. R. Hudson, Washington, D. C., secretary; and P. John Galbraith, Philadelphia, Pa., treasurer.

(Please Turn Page)

Materials Handling Conference and Exposition Scheduled for April 29-May 3 in Philadelphia

Thirty-two industry experts will lead discussions at this spring's 7th National Materials Handling Conference. The American Material Handling Society sponsors the Conference. The Conference will be held in conjunction with the National Materials Handling Exposition at Convention Hall, Philadelphia, April 29-May 3. The show is produced by Clapp & Poliak, Inc.

In keeping with the concept of the show, where more than 100 types of materials handling equipment will be demonstrated under simulated plant conditions, the Conference will emphasize systems of handling, rather than any particular type of equipment. Both the show and Conference have as their theme, "Materials Handling, Key To Automation."

About 250 companies will exhibit.

The Conference will open with a discussion of the trend of automatic handling and will close with a consideration of the needs for greater emphasis on handling in the years ahead. Among topics to be discussed are new perspectives in manufacturing under automatic handling, the new look in shipping, eliminating warehouses, organizing a handling program, the effect of handling systems on plant design and layout, selecting

and buying handling equipment, as well as getting maximum usage from it, and enlisting cooperation from plant personnel in the handling program.

—DA—

Change of ICC Procedure Asked by Traffic Group

The National Industrial Traffic League on February 11 asked the ICC to modify its procedural order of January 16 to permit oral hearings when necessary.

The NITL petition points out that the present schedule does not allow for any oral hearing of testimony in chief and "incorrectly presumes that any and all testimony for protestants can be adequately prepared in written form."

—DA—

Non-Profit Shippers Meet

The National Conference of Non-Profit Shipping Associations, Inc., conducted its First Annual Meeting last month in Washington. C. B. Culpepper, general manager of the Atlanta Freight Bureau, was re-elected president. Also elected were Dean Gallagher, of Norma, Inc., vice president, and H. F. Zimmerman, of the Freight Shippers' Association of Minneapolis, secretary.

Chuting the News . . .

(Continued from Preceding Page)

375 Exhibits Are Expected for AMA Packaging Show; Conference to Study Quality, Cost, Design, Testing

More than 375 exhibits, covering about three acres of Chicago's International Amphitheater, are scheduled for the American Management Association's 26th Annual National Packaging Show and Conference to be held April 8-11.

Some 30,000 packaging, production, and marketing executives are expected to attend the show. The conference, to be held at the Palmer House from April 8-10, will attract an estimated 1,000 specialists in packaging, shipping, traffic management, materials handling, and merchandising.

Conference registrants will be able to attend both events since sessions are being held only on mornings.

A. C. Nielsen, Jr., executive vice

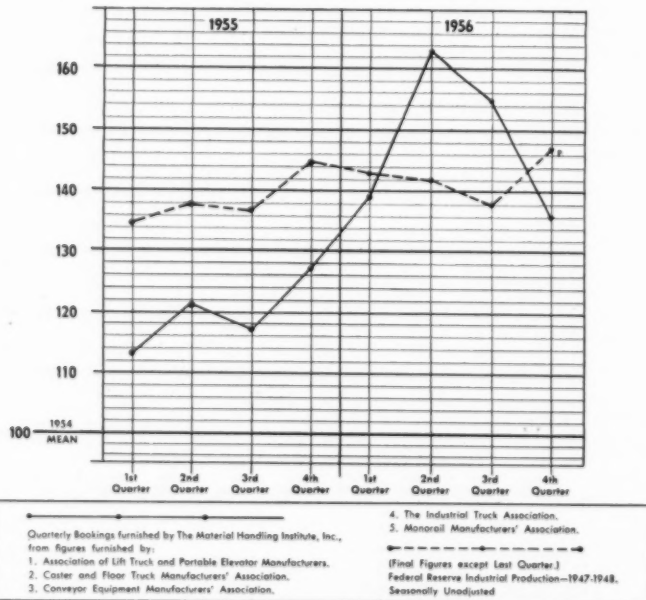
president, A. C. Nielsen Co., Chicago, will open the conference with an analysis of packaging's dominant position in today's consumer market. Dr. Harry C. Trelogan, director, Marketing Research Division of the Agricultural Marketing Service, U. S. Department of Agriculture, will speak on packaging of perishable products.

Panels will discuss quality and cost control, industrial packaging, and package design and testing.

—DA—

The 1957 Spring Executive Conference of National Truck Leasing System will be held at the Americana Hotel, at Bal Harbour, Miami Beach, March 27-31.

Material Handling Bookings Set Record in 1956



Materials handling equipment manufacturers reported higher bookings in 1956 than in any previous year according to The Material Handling Institute's Quarterly Bookings Index. Fourth quarter bookings decreased 21 per cent from third quarter bookings. However, the total average bookings for 1956 were 27 per cent higher than the total average bookings for 1955. Average bookings for 1956 were 148.4 as compared with total average bookings of 121.46 in 1955

Club Briefs

Charles L. McCoy, assistant general freight traffic manager of the Canadian National Railways, Montreal, spoke at a joint meeting of the two St. Louis chapters of the Delta Nu Alpha Transportation Fraternity and the St. Louis chapter of the Association of Interstate Commerce Commission Practitioners last month.

The Industrial Traffic Managers Association of Baltimore held a Claim Symposium at regular meeting, February 25.

Miss Virginia Colombo, recent ATC Essay winner, was elected president of the Women's Traffic Club of San Francisco.

Ben Colman, national vice president of the National Defense Transportation Assn., spoke on the value of his association to an industrial city at a recent meeting of the Los Angeles Transportation Club.

Mr. John Sozzio, traffic manager of Theobald Industries, presided at the recent meeting of the Delta Nu Alpha Transportation Fraternity, Newark Chapter.

A moderated panel discussion "Should Transportation Agencies Subject to Regulation Have Greater Freedom in Rate Making?" was held at the monthly meeting of the Traffic Club of Syracuse.

—DA—

News Briefs

A closing date of March 25 has been set for entries in the Fifth Annual Clark Equipment Co. Award Contest for members of the American Materials Handling Society and college students studying materials handling.

The appointment of Colonel J. R. Messersmith as Regional Director, Eastern Traffic Region with headquarters in Pittsburgh, Pa., has been announced by the Military Traffic Management Agency.

"Every employee is a salesman" will be the theme of the 1957 Spring Meeting of the Customer Relations Council of the ATA scheduled for March 31 to April 3 at the Buena Vista Hotel, Biloxi, Miss.

Erie Railroad's expanding piggyback freight service will be opened to common carrier truckers for movement of their trailers between Chicago and Boston under a new agreement now in effect. The expanded service will be offered through Piggy-Back Service Corp., acting as agent for the railroad, who will solicit trailer loads of freight from truck lines for movement by rail instead of over the highway. The New Haven will participate with the Erie in these movements.

Coming Events

- Mar. 17-22—National Furniture Warehousemen's Assn., 36th Annual Convention, Biltmore Hotel, Palm Beach, Fla.
- Mar. 18-21—The Society of the Plastics Industry, Inc., Annual National Conference and Pacific Coast Plastics Exposition, Hotel Biltmore and Shrine Exposition Hall, Los Angeles.
- Mar. 27-31—National Truck Leasing System, Spring Executive Conference, Americana Hotel, Bal Harbour, Miami Beach, Fla.
- Mar. 31-Apr. 3—Customer Relations Council of the ATA, Spring Meeting, Buena Vista Hotel, Biloxi, Miss.
- Mar. 31-Apr. 4—Folding Paper Box Assn. of America, Annual Meeting, Drake Hotel, Chicago.
- Apr. 1-5—American Warehousemen's Assn. (Merchandise Division & NARW) 66th Annual Convention, Chalfonte-Haddon Hall Hotel, Atlantic City, N.J.
- Apr. 8-11—American Management Assn., 26th National Packaging Exposition, International Amphitheater, Chicago.
- Apr. 9—The Material Handling Institute Spring Membership & Directors Meetings, Edgewater Beach Hotel, Chicago.
- Apr. 9-11—Caster & Floor Truck Mfrs. Assn. Meeting, LaSalle Hotel, Chicago.
- Apr. 11—Assn. of Lift Truck & Portable Elevator Mfrs., Spring Meeting, Edgewater Beach Hotel, Chicago.
- Apr. 25-27—California Moving & Stge. Assn., El Mirador Hotel, Palm Springs, Cal.
- Apr. 26-27—Material Handling Equipment Distributors Assn., Annual Convention Meeting, Chalfonte-Haddon Hall Hotel, Atlantic City, N.J.
- Apr. 29-May 3—7th National Materials Handling Exposition & Conference, Convention Hall, Philadelphia.
- May 2-3—Fibre Drum Mfrs. Assn., Annual Meeting, Commodore Hotel, New York City.
- May 5-9—The Operations Council, ATA, Annual Meeting, Hotel Commodore, New York.
- May 13-16—Canadian Warehousemen's Assn., 40th Annual Convention, Harrison Hot Springs Hotel, Harrison Hot Springs, British Columbia.
- May 15-16—Association of Interstate Commerce Commission Practitioners, National Meeting Conrad Hilton Hotel, Chicago.
- May 22—Freight Loss and Damage Prevention Section, Assn. of American Railroads, Annual Meeting, Chateau Frontenac Hotel, Quebec, Can.
- June 16-29—Material Handling Training Conference, 4th Annual Meeting, Industrial Management Center, Lake Placid, N.Y.

Shippers Advisory Boards

- Mar. 14-15—Pacific Northwest, Salem, Ore.
- Mar. 19-20—Allegheny, Pittsburgh, Pa.
- Mar. 19-20—Ohio Valley, Columbus, Ohio
- Mar. 20-21—Pacific Coast, San Francisco, Cal.
- Mar. 26-27—Great Lakes, Detroit, Mich.
- Mar. 28-29—Trans-Mo-Kansas, St. Louis, Mo.

Shipper-Motor Carrier Conference

- May 14-15—Middlewest Shipper-Motor Carrier Conference, 18th Regular Meeting, Congress Hotel, Chicago.

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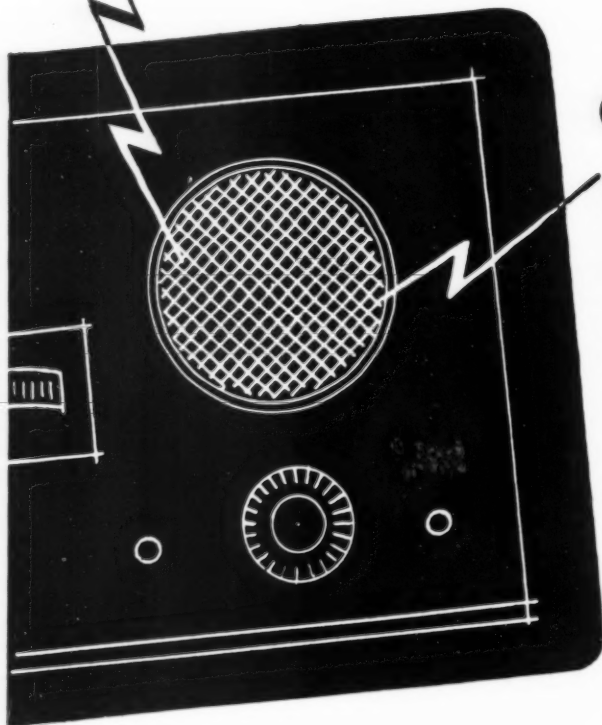
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New Highway Administrator



The new Federal Highway Administrator, Bertram D. Tallamy, is shown with hand upraised as he takes the oath of office. The post had been held temporarily by John A. Volpe, of Massachusetts. Shown at left as he administers the oath is Sinclair Weeks, U. S. Commerce Secretary. At center is Carlton Hayward, director of personnel management for the Commerce Department

Traffic

Kenneth L. Vore—Appointed assistant vice president, traffic, United States Steel Corp., New York City. He was former director of Transportation for the Department of Defense.



Warren E. Novak—new traffic manager for Fairmont Foods Co., Omaha, Neb.

William M. Rodgers—promoted to manager of traffic at Radio Corp. of America, International Div., Clark, N. J.

William Jay Hoover—appointed manager of technical services, by Corn Industries Research Foundation Inc.

Richard A. Gosline—appointed western traffic manager, Rilco Laminated Products, Inc., Tacoma, Wash.



Joseph J. Dolginko—named assistant traffic manager, Kentile, Inc., Brooklyn, N. Y.

Colonel J. V. Rathbone, Jr.—appointed regional director, Southeastern Traffic Region with headquarters in Atlanta and Colonel Ervin D. K. Hoehne—regional director, Central Traffic Region with headquarters in St. Louis, Military Traffic Management Agency.

Men in the News

Stephen Durniak—named assistant traffic manager, National Electric Products Corp., Pittsburgh, Pa.

Robert M. Tyrie—appointed traffic manager, rates and services, Union Barge Line Corp., Pittsburgh.



Clem W. Gottschalk—elected vice president, Jones & Laughlin Steel Corp., Pittsburgh, Pa.



Glenn E. Minear—named general traffic manager for The Maytag Co., Newton, Iowa.

E. J. Lukas—appointed manager of the export department, Organic Chemicals Div., American Cyanamid Co., New York City.

Transportation—Air

John W. Birch—appointed director of station operations and General Aubrey Lee Moore—director of international operations, Slick Airways, Inc., Dallas, Tex.

—Highway

Richard H. Heberling—appointed vice president of operations, Trailmobile, Inc., Cincinnati.

Joseph W. Watson—promoted to general traffic manager of Motor Freight Express, Inc., York, Pa.

Donald P. Kipp—new president; **Edward S. Kramer**—becomes chairman of the board; **Charles Rodgers**—new secretary and assistant to the president, of Kramer Bros. Freight Lines, Inc., Detroit.

—Rail

The following directors were elected at the 130th annual meeting of the Baltimore and Ohio Railroad: **Roy E. White**, chairman of the Board of the B & O; **John D. Biggers**, chairman, Libbey-Owens-Ford Glass Co., Toledo; **Howard Bruce**, chairman, Executive Committee, Worthington Corp., Baltimore; **J. Hamilton Cheston**, president, The Delaware and Bound Brook Railroad Co., Philadelphia; **James D. Cunningham**, president, Republic Flow Meters Co., Chicago; **Richard R. Deupree**, chairman of the board, The Proctor and Gamble Co., Cincinnati;

Also, **F. Abbot Goodhue**, member, Trust Advisory Board, The Chase Manhattan Bank, New York City; **Edmund L. Grimes**, president, Commercial Credit Co., Baltimore; **Richard Harte**, president, Ames Shovel & Tool Co., Parkersburg, W. Va.; **Arthur W. Steudel**, president, The Sherwin-Williams Co., Cleveland; **John C. Traphagen**, chairman, The Bank of New York, New York, and **Howard I. Young**, president, American Zinc, Lead and Smelting Co., St. Louis.

ATA Rodeo Winners



Top winners in ATA's 16th annual National Truck Rodeo, were (left to right) Leland H. Hellestad, Milwaukee; William Metsch, Chicago; and Everal E. Kirby, Peninsula, Ohio. ATA Managing Director John V. Lawrence is at the far right. Hellestad won in the straight truck division. Metsch took the single-axle semi-trailer group. Kirby, winner in the tandem-axle, semi-trailer class, also won the sportsmanship trophy

The Only 100 Million Mile V-8

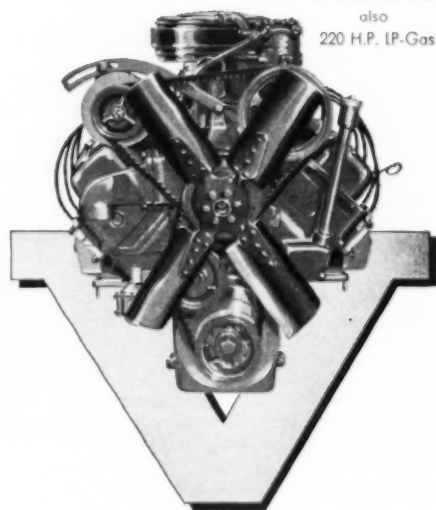
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L-S**ELECTRICS FOR LIFT TRUCK SAVINGS****Imagine!**

**only 53¢ a day
to run an L-S model J!**

At National Cold Storage Company, Brooklyn . . . a fleet of 12 L-S Model "J" Electrics helps move up to 1 million pounds of freight daily . . . makes use of every valuable cubic foot of refrigerated space — yet costs only 53¢ per truck a day to operate and maintain*!

The Model "J" is clean, silent, fumeless to operate. Ideal for indoor work, this rugged, compact L-S Electric weighs only 4100 lbs. . . works safely *inside* elevators . . . easily clears 6'0" doorways . . . gives stable high lifts in 7' aisles. Moreover, it right-angle stacks 2000 lb. 48" long loads in areas impossible for bulkier gas-powered trucks.

Exclusive 'lubricated-for-life' design, and no under truck adjust-

ments keep downtime and maintenance costs to the minimum. Year after year, Lewis-Shepard Electrics (like the Model "J" above) cost far less . . . outperform and outlast by far comparable gas trucks. Write for complete facts. Use the coupon below.

*Average cost for operating and maintenance, including battery charging

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Please send: ☐ L-S Model "J" Catalog 33
☐ Gas vs. Electric Cost Comparison

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Company

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City

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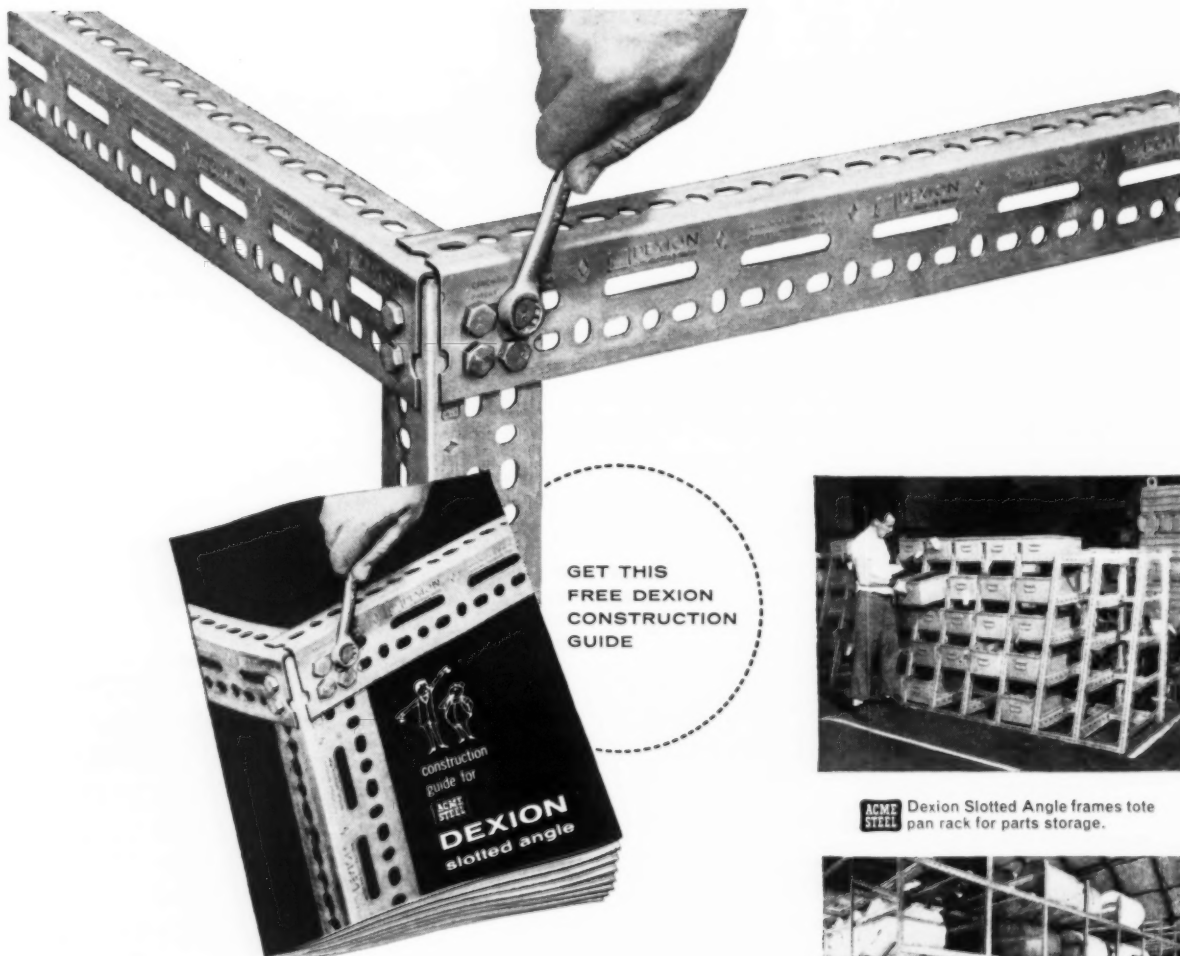
Here are cost figures from typical satisfied L-S users:

- West Coast Cannery, operating 14 trucks, report average cost of \$135 a year for L-S Electrics, as against \$525 a year for gas trucks. During a 10-year period, complete operational costs of Lewis-Shepard electrics is 1/4 that of gas-driven trucks.
- East Coast Refrigerated Ware-

house, working 9 trucks in refrigerator rooms at zero to 5" above, reports a part replacement cost of only \$62.49 a year for all 9 trucks.

- Large Southern carrier operates L-S Electrics at \$8.18 per month, per truck on a 3-shift-per-day basis, every day!

Circle No. 8 on Card, Facing Page 49, for more information



Cut your costs with **ACME STEEL** Dexion Slotted Angle

the Idea framing material for all installations

Frame whatever plant equipment you may need, including electrical installations, more easily, quickly and at reduced costs with Acme Steel Dexion Slotted Angle.

Dexion Slotted Angle measures, cuts and bolts together at the job site. Light and compact, Dexion Slotted Angle is packaged in 10-length units, complete with nuts and bolts.

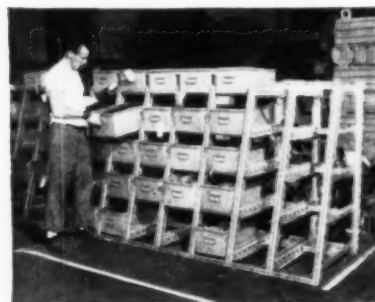
For any kind of framing, Dexion Slotted Angle slot and hole patterns always match up, a special feature whether for custom building storage racks or hanging and installing electrical equipment. And strength factors allow stable, safe frameworks for holding hundreds of pounds. A wrench and the portable Dexion Cutter are the only tools needed. No drilling or welding... merely cut and bolt the pieces together to your exact specifications.

Cold-rolled, galvanized steel Dexion Slotted Angle is available in two sizes—standard and heavy duty. And it is completely reusable. A free Idea copy of the "Dexion Construction Guide" is yours for the asking. Just write Dept. DBD-37, Acme Steel Company, Chicago 27, Illinois.

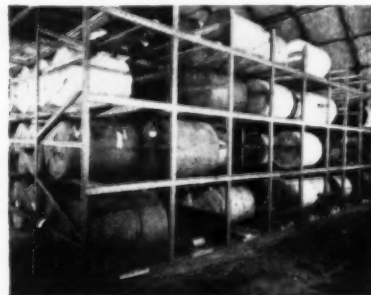


DEXION SLOTTED ANGLE

Circle No. 9 on Card, Facing Page 49, for more information



ACME STEEL Dexion Slotted Angle frames tote pan rack for parts storage.



ACME STEEL Heavy-duty Dexion Slotted Angle racks weighty paper rolls.



ACME STEEL Dexion Slotted Angle used for stationary and mobile pallet racks.

On the Line—



These Are Clerks?

Few surveys have given us more satisfaction than the one we've just completed. In fact, this one goes beyond mere intellectual satisfaction. We anticipate physical satisfaction: We're going to beat a few characters we know over the head with the findings.

It all started at one of those high-calorie convention dinners. Conversation at our table turned to industrial traffic managers. The man at our left, president of a firm making food products, questioned an incident we related. He said he never heard of a traffic man who could do any creative thinking.

"As a whole," he said, "traffic people are like bookkeepers; essential for control and operation of a business, but they don't contribute anything vital or constructive.

"They brag about saving money when they negotiate a lower freight rate. But they forget that is just what they are hired to do."

We thought we played a trump when we cut in, "Of course, you know traffic managers have reached VP status, and a growing number have moved up into distribution management."

"A mere handful," he replied. "They would have succeeded in any job. I'm talking about the average man. He's the clerk type."

He paused, jabbed a finger at us, then continued, "Speaking of mail,"—(we had, earlier)—"I'll bet if you analyze the letters you receive from traffic managers, you will find that they cover a very narrow range of subjects, mostly transportation. Not that I object," he hastened to add in a condescending tone, "In fact," he

patted our shoulder in a conciliatory manner, "that's what I look for—love of detail, passion for fine print—when I hire traffic people."

When we asked, "Have you ever given them an opportunity to do a creative job?" his answer was, "I never send a boy to do a man's job."

Sensing the futility of further discussion on this subject, we concluded by asking if we analyzed our mail, as he suggested, would he be interested in our findings. He said he would.

Here's what he is about to learn: During 1956, TM letters addressed to the Editor dealt with the following subjects:

Materials Handling	18 per cent
Warehousing	14 per cent
Truck Fleet Operation	14 per cent
Legal Problems	12 per cent
Distribution Costs	12 per cent
Cargo Damage Prevention	12 per cent
Comments on Editorials	12 per cent
Comments on Articles	9 per cent
Moving Plant or Personnel	9 per cent
Packaging Problems	9 per cent
Transportation (All forms)	9 per cent
Traffic Problems	7 per cent
Administrative Problems	7 per cent
Higher Education	7 per cent
Plant Site Selection	5 per cent
Personnel Training	5 per cent
Export Shipments	3 per cent
Legislative Matters	3 per cent

This is a narrow range of subjects? These are clerks?

A. W. Greene
EDITOR

Yakkety Yak

Not included in the above tally of letters:

"I am 12 years old and I want to be a traffic manager like my father. He brings your magazine home and I read it. He gets mad when I read it in bed but Mom says its better than comics books.

"Oncet I took it to school and the

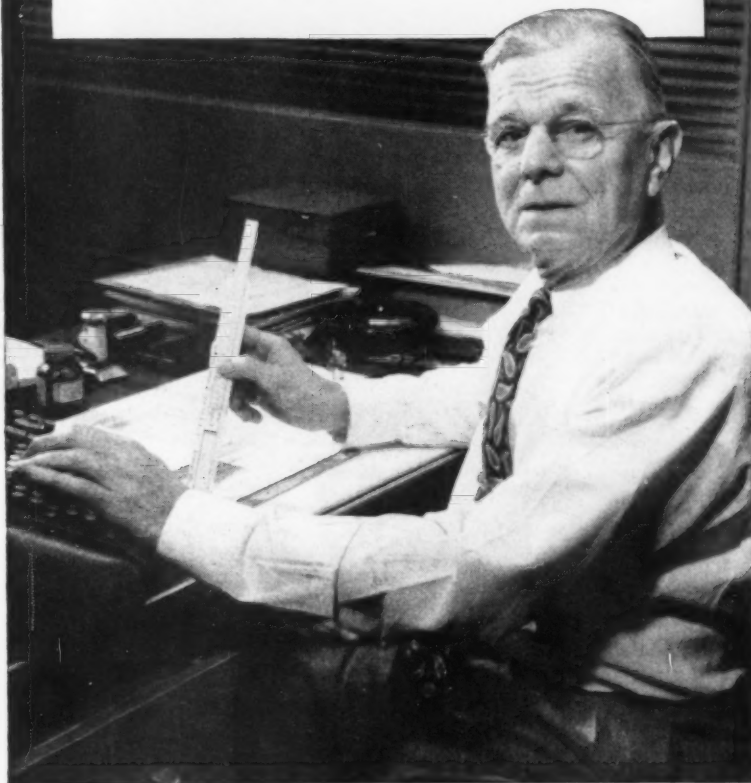
kids like the pictchurs but my teacher took it and Pop had to write a note to get it back and was he mad. My dog Pal chewd your new magizine and we got a lickin. Send a fresh one and I will pay unles you want me to run errind. I have a bike but not alowed to go to far becuse Pal chewd a tire."

DISTAFF: "You published an item about my husband and his pic-

ture. Please don't use that picture again. The photographer made him say cheese. He doesn't like cheese and the picture shows it."

YOUTH: "I work in a traffic department. Everybody here is old, dull and married. I would like to work with young handsome people. I am young, single, blond with lots of experience and considered attractive. Will travel."

A Mayflower Move Is a Good Move!



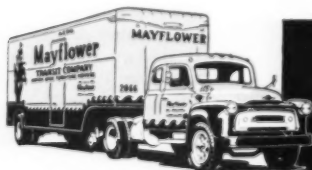
Whether you're moving one of your company's research experts, a salesman, an engineer or a top executive, "a Mayflower Move is a good Move!" That's what scores of Mayflower customers tell us every day.

One satisfied shipper, for example, after a move from Boulder, Colorado to Wichita, Kansas, wrote us:

"It would be impossible to improve upon the service we received. I appreciated, especially, the personal interest the van operator displayed in each article moved."

Next time you have company personnel to move, make a good move. Call Mayflower!

AERO MAYFLOWER TRANSIT COMPANY, INC. • INDIANAPOLIS



AERO
Mayflower
NATION-WIDE
FURNITURE MOVERS

AMERICA'S FINEST LONG-DISTANCE MOVING SERVICE

LETTERS

TO THE EDITOR

'Bull by the Horns'

To The Editor:

Your editorial, "Help Wanted," in DA issue of January 1957 is most interesting from my viewpoint.

The situation to which you refer is almost identical with one I encountered when I was traffic manager for a large company prior to embarking on my present work.

The only difference—in my case I reported to the general manager/vice president and I headed the traffic department as there was only one plant. I was not subject to the production manager or the head bookkeeper. However, both of these men were on an equal level with my position and generally managed to block the traffic department.

The company's monthly demurrage bills were excessive and at a high figure. My rather weak protests and suggestions and recommendations were ignored or brushed aside. I made no headway against the other two men.

Then I decided to "take the bull by the horns." I dictated a report (16 typewritten pages) to the general manager/vice president.

In this report were listed the total demurrage bills over the previous five years. I urged that the traffic department be given full responsibility and authority over all company demurrage matters.

The report was forceful and pointed out ways to control demurrage. I outlined a new demurrage record to be sustained by daily reports from the traffic department to the general manager and to every department having any interest in loading or unloading cars.

The report closed with a statement to the effect that if it were not adopted then the company probably should hire a new traffic manager.

In less than a week the general manager/vice president sent for me. He said: "Why in hell didn't you present the report five years ago? Sure—you can have full responsibility. It's up to you from now on in."

On the basis of the daily reports, within two months we eliminated all demurrage although heavier deliveries of inbound cars were handled.

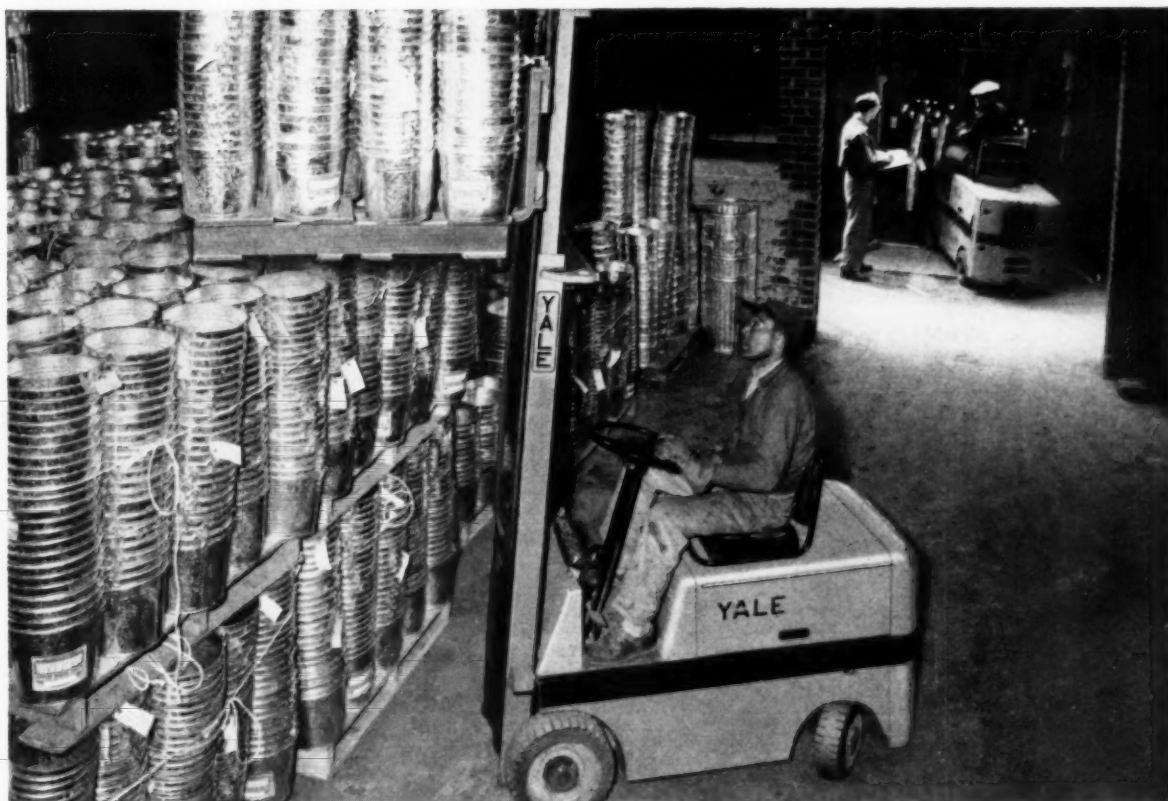
During the next three years—until I finally resigned to set up my present business—the company didn't accrue a single dollar on demurrage charges. Demurrage was wiped out.

So—in the case of the traffic manager mentioned in your editorial—if he will "stand up on his hind legs" and demand a free hand he will lick the problem or lose his job. If he presents facts and backs them up with courage he will win.

Henry G. Elwell
Traffic Consultant

Elizabeth, N. J.

DISTRIBUTION AGE

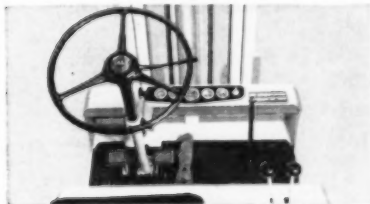


At Supplee-Biddle-Steltz Co. in Philadelphia, Yale Gas Trucks work as a team to speed unloading of hardware.

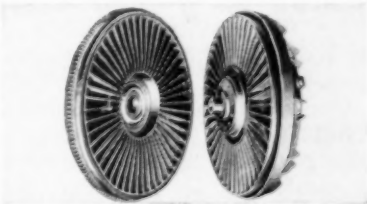
HOW YALE TRUCKS PREVENT COSTLY TIE-UPS IN PEAK LOAD PERIODS

Compact and easy-to-maneuver Yale Gas Trucks move right into boxcars, pick up various types of unit loads and stack them neatly in the warehouse. The entire operation is fast and continuous. As a result, incoming shipments don't back up...platform tie-ups are prevented...flow of materials is smooth, even during peak load periods. That's why Yale Gas Trucks save you time, ef-

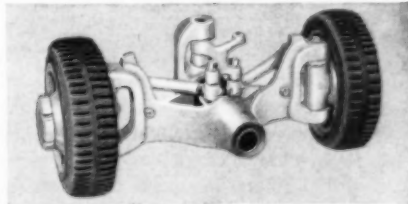
fort and handling dollars, no matter how tough the load conditions. Moreover, built-in Yale engineering features (*see below*) provide the operator with the power, visibility and ease of operation he needs to do the job efficiently and safely. Yale Gas Trucks are available in capacities from 2,000 to 10,000 lbs. For full facts, write The Yale & Towne Mfg. Co., Philadelphia 15, Pa. Dept. 23.



Extra Visibility—lowered cowl increases visibility. Improved roller channel construction adds to forward view, also prevents hose damage.



Yale Fluid Coupling provides cushion drive. No clutching necessary for smooth stops or starts. Less gear shifting, longer clutch life.



Shock Resistant Steering—Inclined king pins with minimum wheel to king pin overhang gives maximum steering comfort, stability.

YALE^{*} INDUSTRIAL LIFT TRUCKS AND HOISTS

*REG. U. S. PAT. OFF.

Gasoline, Electric & LP-Gas Industrial Lift Trucks • Worksavers • Warehousemen • Hand Trucks • Hand and Electric Hoists

MARCH, 1957

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27



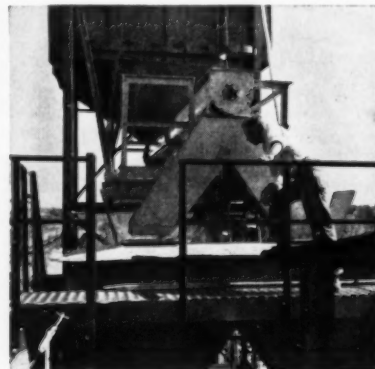
LINK-BELT CAR ICER and trailer-type mechanical salter mechanizes car icing—frees manpower for other jobs—eliminates dock clutter.



CENTRAL CONTROLS are within easy reach of operator—one man regulates all operations for icing and salting.



DUAL DISCHARGE ICE CHUTES with tubular salt spouts permit alternate or simultaneous delivery of ice and salt.



MECHANICAL SALT HANDLING. Salt from storage bin is delivered to salt machine hoppers by screw conveyor.

With the new LINK-BELT dock-type car icer . . . railroad cars are **iced and away 50% faster**

FAST, automatic car icing with the Link-Belt Model 55 dock-type car icer offers new economies and efficiencies for the safe shipment of perishables. Little wonder it has already found such wide acceptance among railroads, growers and shippers. It speeds trains on their way faster—helps perishables retain their freshness longer.

What's more, car icing mechanization with the Link-Belt Model 55 reduces your operating costs . . . minimizes dock maintenance. Dock congestion is eliminated—no need for hand carts, salt bags and ice skids. And the entire operation—including positive positioning of the car icer—is controlled by a single operator.

The Link-Belt Model 55 can be installed on

almost any existing dock. Services cars of all heights with hatch covers of all types. For facts, see your nearby Link-Belt office. Or write for Folder 2643.

14-4119

LINK-BELT

ICING EQUIPMENT

LINK-BELT COMPANY: Executive Offices, Prudential Plaza, Chicago 1. To Serve Industry There Are Link-Belt Plants and Sales Offices in All Principal Cities. Export Office, New York 7; Canada, Scarborough (Toronto 13); Australia, Marrickville (Sydney), N.S.W.; South Africa, Springs. Representatives Throughout the World.

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Save \$1000 per year on every Industrial Truck you use



You might even save more. Plenty of users of *electric* industrial trucks are doing so right now. These are realistic, average savings based on all kinds of operating conditions. If your present industrial trucks aren't electric, the chances may be that you are throwing away thousands of dollars every year.

This is something that doesn't appear on the surface. Because electric industrial trucks generally have a higher price tag—like most quality merchandise. But the real cost of any industrial trucks doesn't stop when you buy them. Over the life of a truck, the operating costs might even exceed the price.

Electric industrial trucks save in the three most important areas of cost breakdown: depreciation, fuel and repair. They generally outlast other trucks from two to four times. Instead of fuel, you buy electric power—from your local electric company at low rates that have been steadily declining for years. Since the electric drive system runs cool and has so few moving parts, maintenance and repair costs alone average several hundred dollars per year less. And heavy duty batteries last for years without replacement.

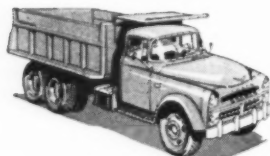
In addition to their tremendous economies, electric industrial trucks offer the advantages of quiet, vibration-free operation; and virtual freedom from unscheduled downtime.

These are important considerations for up-to-date management men to-day. Have a talk with your nearby industrial truck dealer or salesman. He's listed in your classified telephone directory under "Trucks—industrial."

This message is presented as a service to industry by Exide Industrial Division, The Electric Storage Battery Company, Phila. 2, Pa.

THE ELECTRIC STORAGE BATTERY COMPANY **Exide®**
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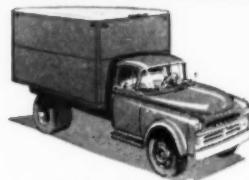
DODGE *PowerGiants*



Dodge T700
Tandem



Dodge P300
Forward-Control



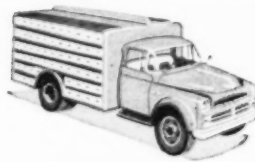
Dodge 600
with Van Body



Special bodies fit readily
on any Dodge chassis

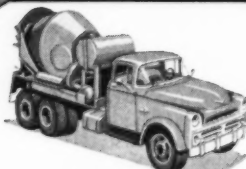
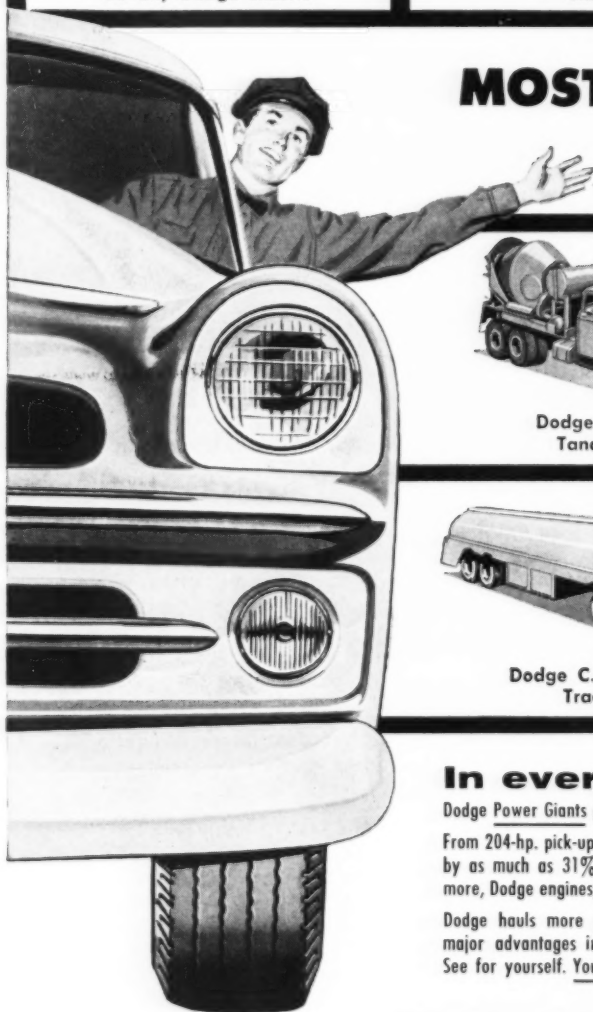


Dodge 500
Stake

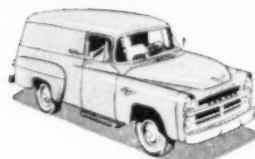


Dodge 400
with Beverage Body

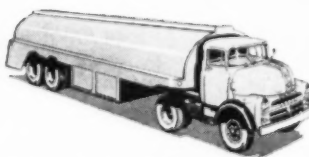
MOST **POWER** OF THE LOW-PRICED 3



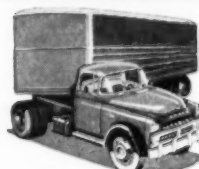
Dodge T900
Tandem



Dodge 100
Panel



Dodge C.O.E. 700
Tractor



Dodge 800
Tractor

In every weight class

Dodge Power Giants give you an extra bonus of power.

From 204-hp. pick-ups to 232-hp. tandems, Dodge V-8's outpower the "other two" by as much as 31%. This extra power reduces engine strain, saves wear. What's more, Dodge engines, both V-8's and 6's deliver full power on regular gas.

Dodge hauls more payload, too . . . up to one-third more. And Dodge offers major advantages in driving ease, cab comfort and prestige-building good looks. See for yourself. Your Dodge dealer has a Power Giant to meet every trucking need.

DODGE TRUCKS WITH THE FORWARD LOOK 

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WASHINGTON



By Ray M. Stroupe, *Chilton Washington News Bureau*

STUDY LAW HANDLING—Federal regulating bodies, including the ICC, are tapped for special study by a House Commerce group. Purpose of the project is to find if the agencies are carrying out the laws as intended by Congress. Besides the ICC, these agencies will be surveyed: CAA, CAB and the Federal Power, Federal Trade, Federal Communications, and Securities and Exchange Commissions.

URGES BUDGET HIKE—President Eisenhower favors an advance in ICC railroad safety and defense mobilization programs. He asks Congress to vote \$17.5 million for all ICC work in the year beginning July 1. This total would contain more than \$100,000 in increased funds for each of the two programs named. Also, it would cover hiring of more persons to handle highway carrier matters. ICC is on a budget of just under \$14.9 million this year.

CONTAINERS SELL WELL—Commercial users will continue their strong demand for containers and packaging materials throughout 1957. A U. S. Commerce Dept. forecast adds, however, that container buying may vary little from the 1956 level. In the first three quarters last year, volume was 4 per cent above that in the matching 1955 months, despite a third-quarter lull. Chief declines then were in closures, ice cream cans, and wirebound boxes and crates.

AID SOUTHERN LINES—Freight rates can be advanced 5 per cent by southern rail lines, the ICC decided in February. Just before this action, the roads had set a 15 per cent figure on the full increase they want. ICC also extends all dates for hearings, oral argument, and filing of briefs in the eastern and western railroads' campaign for a total rate boost of 22 per cent. Eastern roads got 7 per cent and western 5 per cent of this total in December.

FAIR WORD SPREADS—Congress is taking a hand in action leading to the Transportation World's Fair to be held in Chicago in May, 1958. Resolutions entered in both House and Senate would empower the President to invite the states and foreign countries to take part in the event. "Friendly nations" are expected to show the best examples of their improvements in land, sea, and air transport equipment.

RAIL OUTLAYS GROW—Plant and equipment investments by the railroads made a comeback in 1956. Total outlays for the year, the U. S. Commerce Dept. discloses, amounted to \$1.26 billion,

after sagging to \$850 million in 1954 and \$920 million in 1955. Other carriers stepped up their plant and equipment spending from \$1.6 billion in 1955 to \$1.75 billion last year. The 1956 investment for all business groups came to nearly \$35 billion.

PLAN CENSUS START—Opening steps in the new federal census of transportation carry a price tag of \$322,000. If Congress votes this sum, the U. S. Census Bureau will spend it in the year starting July 1. These funds would go into such projects as a truck inventory and use survey. Also in line for study are the international phases of air cargo movements. Full cost of the census, including the \$322,000, is seen as \$1.2 million.

COULD DROP PERMITS—Following a suggestion by the ICC, Sen. Magnuson, D., Wash., offers a measure to relieve nonoperating water carriers of their certificates. This bill would enable ICC to revoke or suspend the unused permits. A number of permits in this category are still valid, the ICC states. They are looked on by the agency as obstacles to new carrier service by water.

BACKS ICC POSITION—ICC is the proper authority to judge if freight rates are just, the U. S. Court of Claims holds. The court rejects a government appeal for its ruling in a case where ICC found rail rates reasonable. At issue was a Western Pacific R. R. Co. claim that it was underpaid on some government traffic in World War II. Court of Claims says it should not upset an ICC action except under "very unusual" conditions.

WOULD CREATE OFFICE—Independent status of the ICC is threatened by terms of a new measure before Congress. Rep. Younger, R., Calif., has a bill, H. R. 3424, to create a federal Transportation and Communications Dept. Taken over would be the duties and personnel of the ICC, FMB, Maritime Administration, CAB, CAA, and three other agencies.

FREE TIME EXTENDED—Free time for handling export freight from rail cars at four Lake Michigan ports is allowed by ICC to extend from two to seven days. Cities affected are Chicago and Green Bay, Manitowoc, and Milwaukee, Wis. Change applies to shipments to these ports via major western rail lines. ICC turns down a request by several eastern roads that the agency suspend tariffs lengthening the free time.



...lets one man handle work you'd pay a crew to do!

By putting new efficiency, safety and positive control into the hands of Towmotor lift truck operators you enable them to do a *bigger day's work, easier*. You let each one handle jobs you'd normally hire a *gang* to do.

Through modern Towmotor mass-handling each operator has the power to improve your profit picture, because the new Towmotor fork lift trucks multiply their productivity. Look over the new features that operators like best about our latest models—such as:

- New planned-comfort design
- Off-center adjustable seating
- Double action hydraulic tilt
- Newly-improved power steering
- "3-second access" to engine
- Famed 12" reach for all controls

Before you decide on your next fork lift truck, we urge you to get all the facts on the newly-designed Towmotor units. Write to Towmotor Corporation, Cleveland 10, Ohio, today and ask for our new illustrated lift truck booklet—No. SP-23.

**Leaders for 38 years in
building Fork Lift Trucks,
and Tractors**



Gerlinger Carrier Company, Dallas, Oregon, is a subsidiary of Towmotor Corporation, Cleveland, Ohio
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By James A. Sargeant

DA Packaging Consultant



MARCH, 1957 . . . Vol. 56, No. 3.....

INDUSTRIAL packaging is taking its place—along with transportation, warehousing, and materials handling—as an integral phase of the physical distribution cycle. More and more firms are learning that good packaging usually insures the economical movement of goods from manufacturer to consumer.

With this trend, packaging is gaining acceptance as an effective form of preventive insurance. While this "insurance-packaging" philosophy is only now gaining commercial acceptance, it is not new. Those of us connected with military packaging during World War II campaigned constantly to have our program accepted "simply as good insurance."

It is the "prevention" angle which makes packaging insurance so valuable. In normal insurance, risks are underwritten. Losses generally are shared. At the very least, losses are partially recovered through claims payment.

A good packaging program, however, minimizes the possibility of loss and damage. This eliminates expensive, time-consuming, and often embarrassing claims cases. Because of this, the traffic manager who accepts loss and damage in expectation of later recovery through claims adjustment is operating in a negative atmosphere.

The Ideal Package

In theory, the ideal package would have all of the characteristics of the famous old "one-horse shay." It will be remembered that the shay was so efficiently designed that all parts wore out simultaneously. At the very moment the parts wore out, the shay collapsed in a heap of dust.

The perfect package would follow the same pattern. It would offer maximum protection in transit and would, upon reaching the ultimate consumer, collapse in a heap. Of course such a minimum design is impossible in commer-

cial packaging. It does, however, represent an interesting target at which to aim.

Actually the customer expects a small percentage of loss in the movement of his goods. For this reason, a certain degree of calculated risk can be employed in commercial packaging. Small losses can be replaced, often at less expense than the cost of more effective packaging.

The ideal industrial package, then, is one which combines a maximum of protection with a minimum of cost. It would provide maximum commodity insurance at minimum rates.

It has been said that packaging is one subject of common interest to all industry. The more significant developments in each industry should be regarded not as a matter of interest to that industry alone, but in relation to the science of packaging as a whole.

By the same token, no one phase of packaging is so dissimilar from other phases that it cannot benefit from developments in those other phases. Many of our important military packaging techniques were accepted by the military only after they had

proved their value in the consumer field. Conversely, military development has been responsible for many of our important new forms of consumer packaging.

The entire concept of protective packaging — water-vapor barriers, grease-proof barriers, shock-proof containers—stems from military requirements of World War II.

Ironically, wars have provided the greatest stimulant to packaging progress through the years. The sanitary food can, called our most important package, dates back to the Napoleonic Wars. It went through successive spurts of development during the Civil War, the Spanish-American War, and World War I.

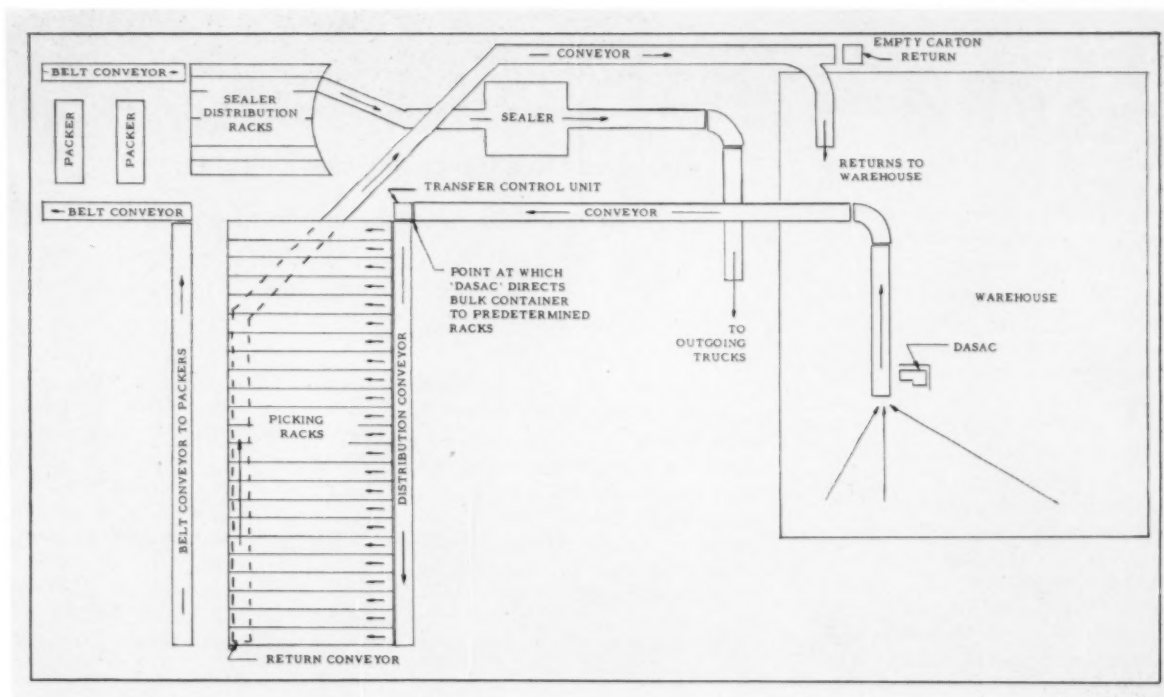
In recent years commercial packaging frequently has been the proving ground for new military techniques. Although the development of volatile corrosion inhibitor chemicals in 1948 immediately was hailed as a great boon to military packaging, it remained for commercial users to prove their practicability. It has only been within the past few years that VCI has been accepted under military specifications.

(Please Turn to Page 70)

Packaging's Role in Physical Distribution

More and more firms are discovering that good packaging often insures the economical movement of goods from the manufacturer to the consumer

Six Million Blouses a Year via Automated



Push-button controlled conveyor system produces 66 per cent saving in direct labor

AUTOMATIC order filling has produced some startling savings in the two-year-old Manhattan warehouse of Judy Bond, Inc. More than six million ladies' blouses a year are handled by a push-button controlled conveyor system.

Savings produced by the system

include all of the following:

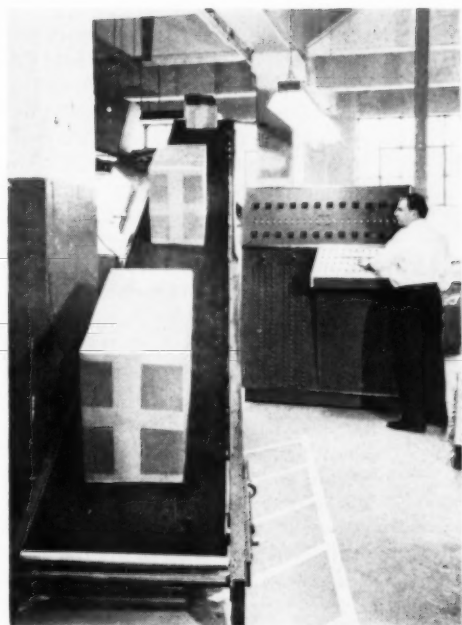
1. A 66 per cent reduction in direct labor required for the warehousing and order filling function;
2. A 66 per cent reduction in floor space required for order filling;
3. A 100 per cent increase in

shipping department capacity;

4. A faster order filling cycle;
5. Elimination of most of the human factor which causes order filling errors.

The system, believed to be the first major application of automated order filling, permits two order pickers to segregate as

Order Filling



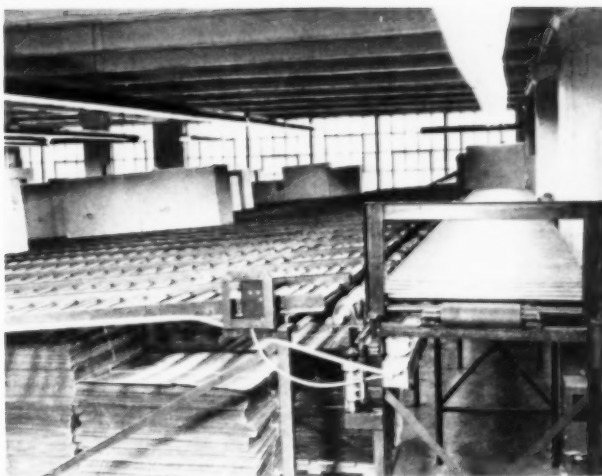
Operator places carton on conveyor and pushes button on console designed by The Dasol Corp.

costs and order filling floor space

many as 600 orders a day. The daily volume, completed on one shift, includes as many as 3600 dozen separate units.

The automatic sorting system and the 23 order filling racks tied to the system have eliminated former problems in picking from 500 styles, six sizes, and numerous colors.

(Please Turn to Page 76)



Cartons are routed along conveyor (right) to one of 23 order filling racks (left) which make 53x22-ft gravity feed table



At end of conveyor, desired styles, sizes, and colors are positioned in front of order filler, who routes them to packers

At end of order filling cycle, filled cartons destined for 1000 retailers are sealed automatically and conveyed to truck dock



Two-Story Warehouse —Six Stories Up

Two story warehousing—even if four or six stories above the street—has a place in the life of a big city.

This is proved by New York's Midtown Warehouse, a business in the industrial district of Manhattan's Hudson River side. Success in the center city has meant solving problems of high real estate values, high labor costs, and heavy traffic.

Midtown has found the answer to its real estate problem by locating on the fourth and sixth floors of a nine-story loft building. On a year-round average, it handles 6,500,000 lb of freight monthly, about 112,000 individual cases. The combined storage area is over 250,000 sq ft.

Like many other tenants in the building, Midtown receives and ships large amounts over streets which are already burdened by

By George Lacay
President, Midtown Warehouse, Inc.

heavy traffic. Trucks unloading at the curb would create new traffic problems and add to the costs of materials handling.

Part of this answer is provided by the building. It has one set of elevators used only for trucks. Straight trucks, up to 29-ft long, are taken up to loading docks on Midtown's two floors by a bank of three 30,000-lb capacity elevators.

A well organized traffic system takes even the trucks waiting for elevator service off the streets.

When a delivery truck arrives at the building, the driver reports to an expeditor which Midtown has stationed in a booth at street level. The driver presents his bill

of lading. Then the dispatcher contacts the warehouse office by direct telephone line to determine on which floor the freight is to be stored. Given this information and a truck pass stamped with the time of arrival, the truck operator drives down a ramp to a waiting area in the basement.

Dispatcher's Job

A dispatcher controls the movement of trucks through the building, inquiring of each driver the floor to which he is assigned. At the same time, the dispatcher must know at which of the three bays on the floor the truck will unload. He then tells the driver the elevator to take and the truck moves into place. As many as nine trucks can wait in the basement at one time.

When elevator and dock space are available, the truck goes up

Arriving at the building, the driver (right) presents his order to an expeditor who sends it upstairs by airtube

Releases are sent from the sixth floor to the fourth floor by airtube, then handed out a window to a superintendent



Successful warehousing in the big city has meant solving problems of high real estate values, high cost of labor, and heavy concentration of traffic

to the warehouse and backs off the elevator to one of the spots. The trucker turns his pass over to the dock superintendent and the truck is unloaded.

With this operation completed, the driver's pass is returned and he pulls his truck back to the elevator. He signals the dispatcher that he is ready to leave and waits for the elevator.

When the elevator arrives, the truck enters from the "building side," the same as it did in the basement. The elevator drops to street level, stops, and doors are opened at the "outside" end. The truck drives out directly to the street. In this way trucks arriving and leaving are separated and congestion eliminated.

The empty elevator returns to the basement to pick up another of the 400 trucks which are carried to above-street floors each

day. The truck driver leaving the building turns in his pass which is stamped with departure time.

Time markings on truck passes were initiated to eliminate complaints of long waits for elevator service when the actual wait was quite short. Unscheduled stops before or after leaving the warehouse are no longer blamed on "delays in the building." Drivers are required to have the pass before Midtown will load or unload their trucks.

Truck backs up to dock on fourth or sixth floor and finds part of order waiting to be loaded

Two floors of this New York loft building give Midtown Warehouse 250,000 sq ft of space

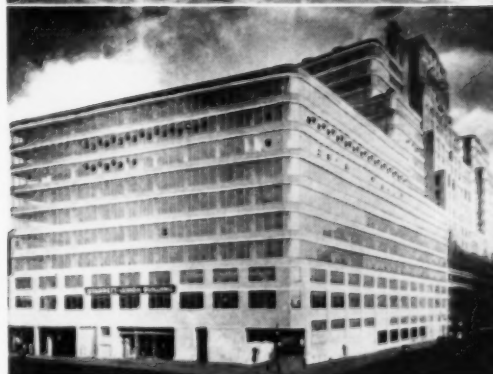
The procedure for trucks picking up merchandise at the warehouse is different. When the driver reports to the expeditor in the street-level booth, he presents his order. The Midtown employee calls the office to determine the floor where the items are stored, then issues a pass.

The truck proceeds down the ramp. The order, however, is sent up to the office on the sixth floor through an airtube system.

Using inventory cards listing the merchandise of Midtown's 300 customers, a clerk in the sixth floor office prepares a warehouse release listing merchandise and locations where it will be found. If the items ordered are on the fourth floor, the release is sent by airtube to a floor superintendent there. When the items are on the sixth floor, the inventory clerk either places the release in a basket assigned to the superintendent or takes it to him personally. The second procedure is used when the truck is expected on the floor in a short time.

(Please Turn to Page 72)

For work in narrow aisles, Midtown operates a fleet of Lamson stand-up fork trucks. Operator works from warehouse release





Conveyor Sorting Speeds Parcel Delivery

Changing package delivery requirements created a bottleneck at sorting stations of this parcel service firm. A network of belt conveyors has solved the problem

A MULTIPLE conveyor belt network is the backbone of a new package sorting system at the Philadelphia branch of United Parcel Service.

Factors leading to the system change included:

1. Rising labor costs.
2. Increase in size and weight of parcels to be handled.
3. Increased downtown traffic congestion.
4. Changing customer density patterns caused by a population shift to the suburbs.

A cage, which is simply a wooden box on casters, is used for moving goods from retail stores to the downtown sorting station. Before World War II the average cage load was from 120 to 125 pieces. Today the average cage holds less than 60 pieces, with a greater percentage of wasted space.

This trend toward larger pieces has made loose or bulk loading of trucks more attractive. The practice of moving in bulk without cages, however, means more individual handling.

Belt System

The belt conveyor system was installed in both the downtown (Locust Street) station and a suburban (Delaware Valley) station. Its primary purpose is to reduce handlings and to aid the sorters in handling the heavier, bulkier pieces. The belts all are 30 in. wide, with three-ply friction surface.

Packages from retail stores arrive at the Locust Street dock bulk-loaded in trucks. When the system was started, the trucks were unloaded by hand, with the aid of a roller conveyor, to the feed belt of the conveyor system. To unload an average truck load of 3000 pieces required 45 minutes.

Recently a cantilever extension conveyor was installed. It reduced unloading time to 21 minutes.

The extension is a portable, unit belt conveyor with provision to extend the length up to 14 ft. Its basic length is 12 ft 6 in. It is lengthened by means of several cantilevered sections extended by power.

The extension is mounted on wheels to permit movement along the unloading dock. This permits it to service trucks at any position. In its basic, unextended length, the conveyor carries parcels from

the end of the loaded truck to the feed belt to the sorting conveyors.

As men work farther back into the truck, the conveyor is lengthened by push-button. It follows them into the truck, as shown in Fig. 1.

From the feed belt, which is fed by the extension, the parcels enter the sorting section. Here four men take parcels from the feed belt and place them on one of eight 30-in. belts. These belts are arranged in three tiers, as seen in Fig. 2. They are of various length, depending on the distance to the chute served. There are two belts at floor level, one on each side of the aisle; four in the top level, and two at the middle level on the left of the aisle.

The sorting belts deliver parcels to the proper chute. The chute transfers them to an extension conveyor loading a trailer, or to a gravity chute that delivers them to a man loading cages for trucking to the area station.

Parcels for eight separate routes called driver stations also are sorted at Locust Street. Parcels come to this station from the primary sorting station, illustrated in Fig. 3, and by conveyor belt from an adjoining building. The sorter places parcels on gravity chutes or roller conveyors, as shown in Fig. 4, which take them to the proper station.

At the Delaware Valley area station, cages loaded at the Locust Street station are sorted by route. The cages are rolled from the truck to the feeder belt, as seen in Fig. 5. When parcels come in by trailer, they are unloaded by extension conveyor. The extension delivers them directly to the feeder belt. There are five belts at the sorting section, including the air extension of the feeder belt. One is 8 in. from the floor; two belts operate at the same level in the middle tier, and two belts operate on the same plane on the top tier.

The packages are delivered to roller conveyors where sorters place them in delivery bins for the route drivers. This step is illustrated in Fig. 6. Each belt feeds three to five of the 20 bins. •



Fig. 1: This extendable portable conveyor reduced truck unloading time from 45 to about 20 minutes



Fig. 2: In sorting section, eight-belt network carries parcels from feed belt (right) to loading dock chutes

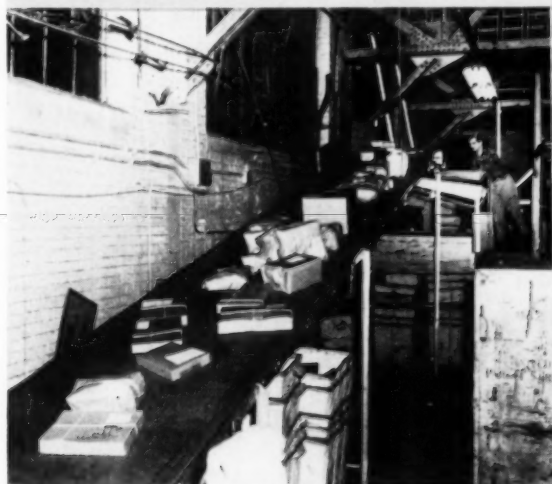


Fig. 3: Parcels are belt-delivered to sorting station for routes. Spivey designed system uses Thermoid belts

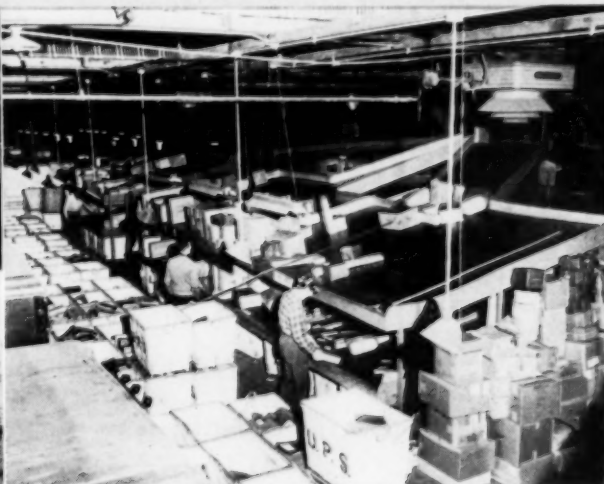


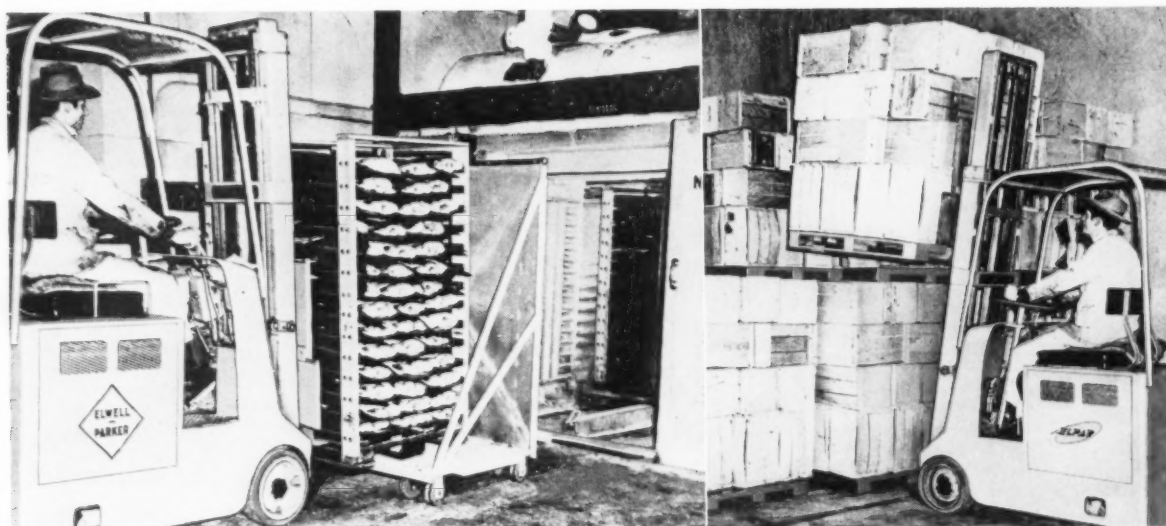
Fig. 4: Parcels for driver routes are put within reach of sorters by gravity chutes and roller conveyors

Fig. 5: Cages, wooden boxes on casters, from downtown station are unloaded to feed belt at area station



Fig. 6: Each belt delivers parcels to roller conveyor, feeding three to five bins. Sorting is done at night





At the British Columbia Ice & Cold Storage Co., palletized racks of fish are rushed into freezers so that doors are open for a minimum time

Industrial trucks have made possible the use of space in cubic feet rather than square feet

Fork Truck Handling in the Food Industry

Food industry turns to industrial trucks for fast handling of large volumes in harvesting, processing, and distribution to retail stores

USE OF industrial trucks for economic and fast handling of large volumes of food today extends from the growing and harvesting area to the retail distribution level.

The food industry is somewhat unique since it has problems of fast handling to prevent spoilage and safe handling to prevent damage to fragile loads.

In harvest areas, industrial trucks are being used to pick up unit loads of fruit or vegetables and transport them to storage areas or adjacent processing stations.

In processing areas, industrial trucks are widely used. Fast handling is necessary to preserve freshness in production of frozen and canned foods.

By G. A. Markell
*Assistant Sales Manager
Elwell-Parker Electric Co.
Cleveland, Ohio*

Since much produce is shipped in its original form, speed and efficiency of handling likewise are necessary. Goods must move from fields to storage and then either to packaging or outgoing carrier.

How handling equipment can be used to solve many problems is found in case studies of a food processing plant, a refrigerated warehouse, and a retail food distribution center.

Typical benefits from industrial truck handling are shown at the J. Allen Smith Co., Knoxville, Tenn. For this feed and flour mill,

three 4000-lb capacity electric-fork trucks handle over three-quarters of a million pounds of bagged material daily.

The trucks handle the entire output of the company, which processes 250,000 lb of feed and 520,000 lb of flour in 24 hours. All of this volume, in bags, comes down a chute from the mill to loading stations. There it is palletized. The trucks carry loads directly to boxcars or high tier them in temporary storage.

Fewer Men

Nearly one-third of the men formerly assigned to handling operations have been freed for more productive work within the company.

In storage, trucks high-tier



Top: This view of the Safeway order picking section shows the size of the warehousing operation. For easy reaching, loads are not tiered

Bottom: At Safeway Stores Inc., two fork trucks work the loading dock, taking loaded pallets from highway trucks to a temporary storage area

loads to ceiling limits, thus converting floor space from square feet to cubic feet. This has, in effect, eliminated the construction of an extra building.

Since all of these fork trucks are equipped with pallet retriever attachments, bags are pushed off pallets inside the boxcars so that maximum usable shipping space is obtained.

The necessity for fast handling in cold storage warehouses is well recognized. At the British Columbia Ice & Cold Storage Co., Vancouver, British Columbia, roof-high storage at low-level costs has been obtained through the use of a fleet of industrial trucks.

Today, four industrial trucks and operators do as much work as 16 men previously did manually.

Handling man hours have been reduced by 75 per cent for both produce and frozen foods. Men formerly used for manual operations have been relocated in more responsible positions.

Master Unit Loads

Under the old system, hand trucks and push carts were used to unload, stack and store frozen products, perishables and sacked foods. With the fleet of fork trucks, it has been possible to assemble crates in master unit loads and high stack them. More profitable utilization of air conditioned storage area has resulted. Order is improved and stored material made more accessible.

Because of the speed of trucks, as opposed to manual handling,

produce such as palletized racks of fish can be rushed into the cold freezer. Doors stay open for far shorter periods of time.

Retailing Uses

Use of industrial trucks for handling at retail level has gained in importance with the development of large chains of retail outlets. Where one warehouse serves a group of retail stores, fast handling is essential to operating efficiency of each retail location.

For example, at the huge grocery warehouse which forms a part of the Safeway Stores distribution center at Landover, Md., (See also "Success in Single-Story Food Warehousing," *DISTRIBUTION AGE*, Nov. 1956, p. 60) nearly 6,800,000 lb of groceries and allied products are moved in and out of the building each week.

A fleet of 17 fork trucks is used for handling operations. Nearly 10,000 tons of groceries are stocked in this building. About 60 per cent of space is used for storage and 40 per cent for order picking.

In addition, an area about 50-ft wide adjacent to the receiving dock is used for temporary storage of incoming material. Aisles throughout the storage section are 12-ft wide. Five main aisles run the length of the building with 10 cross aisles dividing the area into 58 bays.

Incoming material arrives by both freight car and highway truck, the ratio being about 3 to 7, respectively. In an average eight-hour day, two men operating two fork trucks unload 425 tons from trucks alone and have handled as high as 750 tons in a day.

All loads are moved in 40 x 48-in. pallets. As highway trucks arrive, material is palletized and the loaded pallets moved to the rear of the truck on portable roller conveyors. The two fork trucks move the loaded pallets to the temporary storage area where a receiving clerk dates each load and affixes a coded tag.

Each of four truck operators is assigned to a portion of the 58 storage sections. It is his job to deliver the loaded pallets from the temporary storage area to any one
(Please Turn to Page 110)

Photography Joins the War on

Damage claims are reduced to less than four per 1,000 shipments through pictures


Following review at company headquarters, each picture indicating a handling error is sent on a form letter explaining the mistake to the responsible terminal

THE BALTIMORE TRANSFER COMPANY
FREIGHT CLAIM DEPARTMENT
BALTIMORE 5, MARYLAND

Date September 23, 1956

Mr. G. C. McClintock, D. M.
Harrisburg, Pennsylvania

CLAIM PREVENTION PROGRAM
RE: PHOTOGRAPHS - IMPROPER LOADING



Lower carton on barrel head
is crushed on bottom by
chine

Trailer 67-608 From Harrisburg To Baltimore Date September 10,

The above photograph shows a load from your Terminal indicating faulty loading or stowage.

Please handle promptly with supervisors, loaders and handlers for improvement. Claims resulting from improper stowage are charged to your Terminal reflecting inefficient operation. Supervisors must observe loading and should see that every unit is properly stowed and broken down before forwarding.

Claims are made by people - who can also prevent them!

Sincerely,

B. H. Manning
B. H. Manning
Freight Claim Agent

BRM/mgh
cc: Mr. R. E. Good - York

INEXPENSIVE flash cameras have been put to work by a large highway common carrier who believes that "claims are made by people who also can prevent them."

Damage to merchandise has been lessened materially through judicious use of cameras at each of the company's terminals. Loss and damage claims have been reduced to a ratio of less than four per 1000 shipments.

The Baltimore Transfer Co., in Baltimore, Md., proves daily that freight can be moved faster, more dependably, and at less risk of loss and damage through photography.

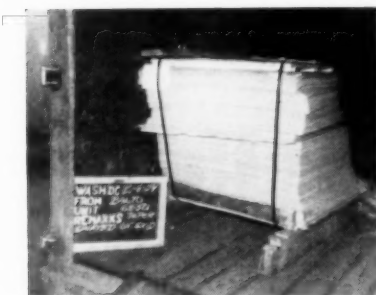
Shipper Education

Finished photographs, sent to the shipper, educate him in methods of stowing and loading merchandise that will result in a minimum of damage. As a claim prevention instrument, this motor freight company finds its cameras invaluable in the battle against needless loss of goods in distribution.

While the use of photography in educational and insurance claim work is well established, Baltimore's idea makes picture-taking a management and methods tool for platform and truck and trailer loading activities at every one of its 14 terminals. The firm has terminals in Pennsylvania, Maryland, New Jersey, New York, Virginia and Washington, D. C.

As claims diminish, the company has found that service is improved, operating economies are

OS&D's



Left: "Too high with insufficient loading," is photographed

Below, top: A company employee uses camera to show good load

Below, bottom: Shots of good loading have educational value

and reports from terminals . . . By Harry J. Miller

effected, and shipper goodwill is heightened.

Handled by operating supervisors and others responsible for the distribution of freight, the flash cameras are used principally as instruments for dramatically highlighting poor platform stacking and careless loading of merchandise in vehicles. They are, however, in no sense limited to pointing up bad practices.

A regular part of the picture-taking program is to watch out for — and photograph — unusually good jobs of loading or platform arrangement. Taking pictures of good as well as bad practice enables the trucker to pass along illustrated educational material to indicate efficient arrangements.

The photography process used by Baltimore is simple. At least once a week the executive responsible for the program at each terminal has the film processed and two pictures made of each exposure.

A copy of each shot is sent to the company's Baltimore headquarters or the general office of Motor Freight Express, a subsidiary at York, Pa., for review. If it is a picture indicating handling errors or inadequacies, it is sent on to the responsible terminal together with a letter calling attention to the errors.

If the picture shows good practice and is likely to be helpful elsewhere, copies are forwarded to all terminals, along with suitable comments. The second print goes to the Claims Department at Baltimore or York.

Weekly, at each terminal, as part of an educational program to improve handling practices, supervisors meet with platform men to study the snapshots and discuss the accompanying criticism or comments. Thus, the pictures serve as a springboard for the general improvement of handling, loading and distribution techniques, lending interest and effective illustration to the various safety sessions and stemming the rising cost of insurance.

In many cases of damage resulting directly from the owner's poor packaging of his merchandise, photographic proof can dissuade irate shippers from court actions.

Owners of damaged goods often become more manageable when confronted with photos of their property, since such pictures may show inferior packaging as the primary cause of damage.

As the Baltimore company's photographic process continues, the alert eye of the camera, interpreting suitable packaging and position of merchandise in the vehicles, cannot help but lessen delays due to reworking or rewrapping of damaged goods.

It leads to better ways of loading so as to avoid needless damage.

Increased Payloads

The firm's freight claim agent points out that better stacking of trailers has resulted in more economical use of trailer equipment in that more freight can be loaded when shipments are stacked properly, and in expediting the movement of through traffic.



This is true because less handling is required by an intermediate terminal in loading out partly-filled trailers.

As an example, within Baltimore's system, Jersey City may forward a partly-loaded trailer of Richmond freight to Baltimore, and Baltimore would have to rework a badly-loaded unit to make room for more freight to Richmond.

On the other hand, when Jersey City terminal stacks the freight properly, all that Baltimore Terminal needs to do is fill in behind the freight with more goods Richmond-bound.

Today's flash cameras are easy to operate and no fancy salon prints are needed to provide convincing proof in tracking down the real responsibility for unwarranted damage or claims. •

THE Private Truck Council of America, Inc., in its 18th Annual Convention, heard representatives of two common carrier groups call for cooperation in curbing abuses affecting regulated carriers.

Speakers for the Eastern Railroad Presidents Conference and the Common Carrier Conference—Irregular Route, ATA, were followed by a representative of private carriage users. This third speaker questioned the extent and importance of the abuses, claiming that the Council had fought hard to achieve its present position.

The Council, in a later session, went on record in favor of the established interpretation of the Motor Carrier Act of 1935.

Railroad Speaker

David I. Mackie, chairman of the rail group, claimed that PTC member companies have a long-run dependence upon the well being of for-hire carriage.

The interests of these companies, he said, require that the "freedom to engage in private carriage be so exercised as not to do irreparable damage to regulated for-hire carriage . . ."

He then cited back-hauling for compensation under buy-and-sell arrangements as one of these abuses. In discussing the solution, the speaker discounted the possibility of correction through more stringent enforcement.

Mackie also saw little hope in redefining the term "private carrier by motor vehicle," as recommended by the Weeks' report.

"Economic regulation of a carrier," Mackie explained, "is in no way dependent upon its falling either within or without the private carrier definition. That status is dependent upon falling within or without the definition of common or contract carrier."

The speaker favored the ICC recommendation of a new Section 203 (c) being added to the act. Mackie, however, would add a provision to the effect that no one may transport property in interstate commerce for compensation or in furtherance of any commercial enterprise unless he is (1) a common carrier, (2) a contract

carrier, or (3) the carriage falls within the definition of "private carrier of property by motor vehicle," which must be more restrictive than heretofore.

ATA Speaker

Presenting "The Position of the Motor Common Carrier with Reference to Private Carriage," Thomas F. Robertson, executive director of the ATA group, proposed "an affirmative program" in which the two groups "can properly, and with mutual benefit, join."

"The continued growth of private carriage poses a continuing problem to the motor common carrier," the truckers' association official said.

Claiming that the time has come for both parties to sit down and attempt a mutual solution, Robertson said that ATA has attempted to do this on a staff level.

"We motor common carriers believe in private carriage where the person owns the property or is the bailee . . .," Robertson said. "Everything else, we believe, should be subject to regulation."

Turning to another part of his association, the speaker said that the ATA Private Carrier Conference believes the present definition of private carriage is clear and distinct. Persons defined in a suggested amendment to the law pre-

sent only an enforcement problem to the ICC, Robertson said.

Motor common carriers believe differently, he continued. They agree with the ICC "that what the present definition does not provide and what it should provide is 'some means of discovering and establishing that certain persons allegedly operating as private carriers are in reality not doing so, but are, in fact, transporting for others for compensation.'"

Robertson saw the possibility of a solution in a series of meetings involving the Private Carriers Conference, the PTC, and the motor common carriers.

PTC Gains Reviewed

William H. Ott, general traffic manager of Kraft Food Co. and a former president of the PTC, reviewed the gains of the council and the long battle in the courts to establish the present standards for determining the rights of private carriage.

Supporting the view that the common carrier's difficulty was one of policing and enforcement rather than definition, he said that the Private Truck Council likes the present regulations and doesn't want a change in them.

At the opening luncheon, more than 200 safe driving awards were
(Please Turn to Page 73)

Private Trucking

**Private Truck Council backs Carrier Act of 1935,
opposes U. S. Census of Transportation, re-elects
officers and directors, hears new laws outlined,
and presents awards at 18th Annual Convention**

Looks to Tomorrow

Business uses fast-growing truck leasing programs to free capital and personnel for production work, speaker says at Private Truck Council Convention
By Dr. John H. Frederick, *DA Transportation Consultant*

TRUCK leasing, a method of freeing capital and personnel while keeping the advantages of private carriage, is growing rapidly in the United States. It has been estimated from various sources that, in 1956, there were 225,000 leased trucks in operation.

There are really three broad plans. Each can be varied in many details to meet the needs of the user. These plans and their features are:

Full Service Leasing—A form of private ownership under which a truck leasing organization owns the trucks. The leasing organization assumes full responsibility for the proper care, maintenance, physical condition, and appearance of the trucks at all times.

The contract stipulates that none but the user's drivers or agents shall ever drive the equipment. No product or merchandise other than his shall be hauled in it unless the user agrees. The equipment is painted and lettered to the user's specifications. It is designed and engineered and often built exclusively for his work and retired only upon the user's instructions. Should the user, at a future date, cancel the agreement, he is obligated to buy the truck at a predetermined depreciated book value.

Full service leases usually run

for three years. The user does not have to buy a thing. He provides the driver and pays a single invoice each week based on a daily rental plus a mileage rate. He knows his truck costs as they occur, part of them in advance, and is able to budget expenses accordingly. There also is great flexibility. In most such arrangements more or less equipment may be used from time to time.

Full service leasing is adaptable to almost any truck need, either for local deliveries or over the road. It is particularly advantageous to those concerns just starting to provide their own transportation. It also is of advantage to concerns operating large fleets nation-wide, but with only a few trucks at each location.

The pros and cons of truck leasing boil down to a matter of costs something like the problem of private vs. public warehousing. It is a situation where a complete specialized service is being considered against something a company may try to do for itself. The experience of many users indicates that, everything considered, it *does not* cost more to use full service leasing than to do it all for yourself.

Guaranteed Maintenance — A service provided by manufactur-

ers. It involves buying trucks which then are maintained at the manufacturers' facilities. Contracts provide that the user-owner make the vehicles available at set periods for maintenance. Road maintenance service also is provided. The owner employs the drivers. The trucks are, however, the property of the user.

Guaranteed maintenance assures users that, over a certain number of miles provided in the contract, each unit will cost a certain amount from a mechanical standpoint. Charges do not include accidents, abuse, or neglect. Long term financing on the usual chattel mortgage basis frequently is tied in with a guaranteed maintenance plan.

Finance Leasing—Involves the use of a true lease. The title never passes to the original lessee. This plan is carried on by manufacturers direct with users as well as by leasing companies. It involves the lease-back principle.

There are a great variety of finance leasing plans but those most commonly found are:

1. A lease of 50 months with renewals thereof on an agreed basis of so much per month. One year renewal is guaranteed as a definite option. The lessee is certain of the vehicle for a minimum of 62 months. The one year renewal usually is offered at a nominal amount, regardless of the original cash selling price in the lease.

2. A lease providing for accelerated payments during the first 25 months and reduced payments during the second 25 months with the same one year renewal option at \$60 per vehicle. A typical plan of this nature calls for 65 per cent of the vehicle's cost being paid in during the first period and 35 per cent during the second.

3. This type calls for the use of Type 1 or Type 2, but with renewals up to and including 10 years. These 10 years or portions thereof to be at the rental of \$7 per month per unit. The maximum lease time available can be for as much as 14 years and two months. This plan obviously is designed for extremely low mileage operations.

Full service leasing, guaranteed
(Please Turn to Page 74)

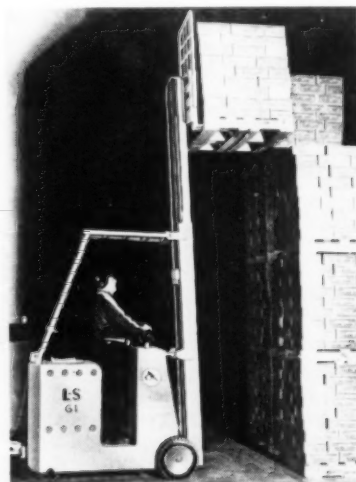


PRODUCTS

... FOR FURTHER INFORMATION

Cold Storage Fork Truck

Optional features for operation in sub-freezing areas have been developed by Lewis-Shepard Products, Inc., for a new electric fork truck. Features available on Model E include corrosion-resistant construction

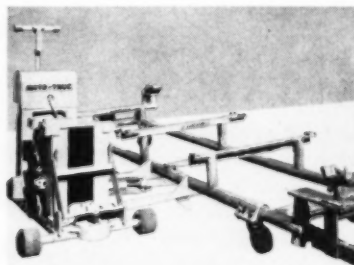


—a brake enclosure, chrome-plated brake cams, special hydraulic oil and lubricants in driveaxle housing and steering box, sealed bearings with water-resistant lubricants, and protective coating on the truck's underside. Capacities extend from 1000 to 4000 lb. Fork elevations range from 100 to 147 in.

Circle 42 on Card Facing Page 49

Side-Hitch Tractor

For trailers loaded with bulky materials which overhang the ends, The Moto-Truc Co. has developed a spe-



cial side hitch tractor. The walkie-type truck operates from a position alongside the trailer, the coupling being

made by an electric-hydraulic clamp which engages the underside of the trailer frame. The clamp arm is pivoted so that it can be used on either side of the tractor or locked in a vertical position permitting conventional use. It is 33-in. wide and 44-in. long and is powered with a 12-volt battery. Controls provide two speeds forward and reverse.

Circle 43 on Card Facing Page 49

Electronic Scale

Toledo Scale Co. announces a new line of electronic load cell scales. This development, gives users the benefits of electronic instrumentation in indicating and recording weights and permits realization of the full accuracy



obtainable in the load cells. Basically, the scales consist of two main elements: The load cells with platform or load suspension unit, and an electronically actuated servo-type indicating mechanism.

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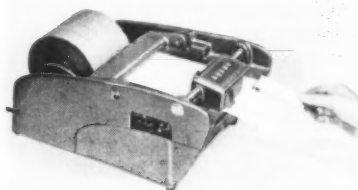
Two New Pallet Rollers

Two types of pallet rollers—a swivel type that will go in any direction and a heavy-duty model—have been developed by Penco Engineering Co. The swivel type has a 4000-lb capacity and consists of 10 large-diameter heavy-duty rollers. Three center rollers on each side are lower than the end rollers, thus giving greater maneuverability. The dolly-type heavy-duty roller has a capacity range from 2000-4000 lb and is used in a two-way direction.

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New Label Dispenser

A new dispenser for pressure-sensitive labels is designed to adapt itself to the operator's speed. Developed by the Avery Adhesive Label Corp., the E6-6 is particularly useful in conveyor line applications. Labels are



fed to the operator singly or in rows up to 10. Removing the last label in the row automatically causes the next row to appear. It weighs only 26 lb and is 15 1/4 x 8 3/4 x 6 3/16 in.

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Extra Helper's Cab

Baker-Raulang Co. has designed a unique twin-cab version of its side-loading fork truck to meet the re-



quirements of a major steel company. Since a helper can sometimes speed operations and the truck often operates at a distance from yard crews, it was decided that the helper should ride in style. All controls are in the operator's cab. The other cab is just for transportation.

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► and EQUIPMENT

PLEASE USE THE READERS' SERVICE CARD • • PAGE 49

Electric Street Truck

Cleveland Vehicle Co., working closely with The Electric Storage Battery Co., has developed a versatile new electric delivery truck for urban delivery applications. On short, multiple-stop routes, the manufacturer

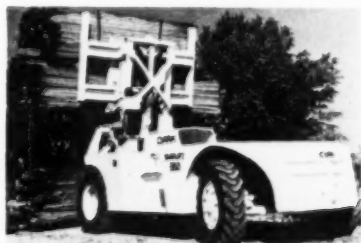


claims, it speeds delivery while effecting saving over other types of trucks. The C-V saves time, it is claimed, because of fast starting and fast, smooth pickup. It has no clutch or gears, no automatic transmission to service, no fan belt, no spark plugs, no oil and no radiator. The motor does not idle during stops and motor vibration and noise are eliminated.

Circle 46 on Card Facing Page 49

35,000-lb Fork-Lift Truck

Clark Equipment Co. has announced a new 35,000-lb capacity fork truck for yard operations. A power shifted, four speed transmission, coupled with

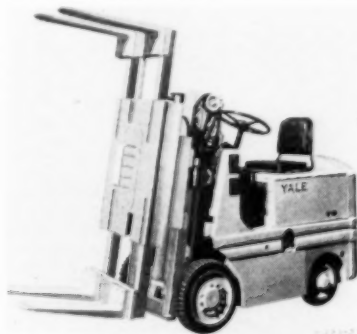


a torque converter and a 404 cu. in., six-cylinder gas engine, provides power for operation over rough terrain. Placement of the driver at left front insures full visibility when raising or placing a load. The Y-350 has underclearance of 14 in. at the up-right. It is 241 in. long, 124½ in. wide, and weighs 47,000 lb. Wheelbase is 155 in. and turning radius 231 in. Maximum speed is 16 mph.

Circle 47 on Card Facing Page 49

Fork-Lift and Clamp Truck

For operations where a single piece of equipment is required to handle both palletized loads and bales, The Yale & Towne Mfg. Co. has developed a heavy-duty rotating industrial lift truck attachment.



The attachment uses two sets of hydraulically controlled, 8-in. wide forks mounted on opposite sides of the fork carriage for clamping surfaces. As a clamp it can pick up bales varying from 27-75 in. in width.

Circle 48 on Card Facing Page 49

Medium-Duty Fork Lift

Simplified hoisting mechanisms are featured on two new fork trucks announced by Mercury Mfg. Co. Models 730 and 830 have capacities of 7000 and 8000 lb, respectively. Balanced suspension eliminates destructive side forces when handling off-center loads. Battery compartments of both models will take up to 18 cells of 29-plate high-type lead-acid battery, 30 cells

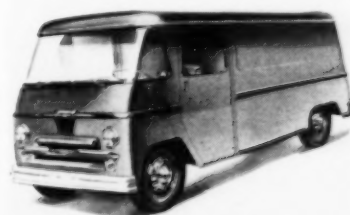


of MC-10 nickel alkaline battery, or a gas-electric unit. Low overall height permits lower operator position and allows more overhead clearance. Model 730 is 126¼-in. long and 46-in. wide. The larger model is 132¼-in. long and 46-in. wide.

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Heavy-Duty Delivery Truck

Chevrolet Motor Div. has started production on two new two-ton truck chassis designed especially for heavy-duty multi-stop delivery service. The new models are forward control chassis with a capacity up to 18,000 lb

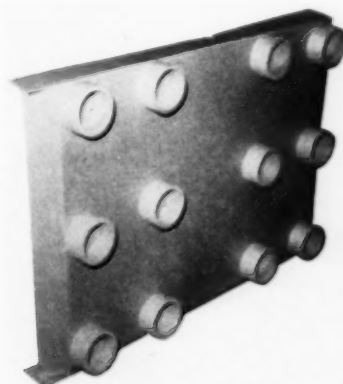


gvw, or 8000 more than any previous Chevrolet of this type. Forward control makes shorter overall length for better maneuverability in traffic. Special arrangement of chassis components allow many variations in body design.

Circle 50 on Card Facing Page 49

Expendable Pallets

The spiral wound chipboard tubular post pallet shown here, along with a convolutely wound corrugated post type pallet, are the two latest expendable pallets to which Signode Steel



Strapping Co. has acquired ownership rights. Signode announces that it is able to grant one license for the use of the patents which will enable the corrugated and solid fiber industry to make, use, and sell these paper pallets.

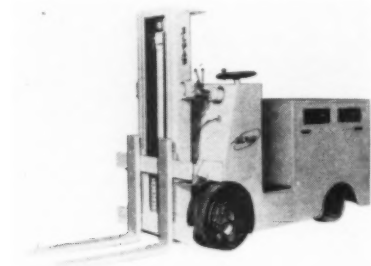
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DA NEW PRODUCTS and EQUIPMENT

CONTINUED FROM PREVIOUS PAGE

Heavy-Duty Fork Truck

Designed for use under severe operating conditions, a new 6000-lb capacity heavy-duty fork truck has been introduced by Elwell-Parker Electric Co. As a stand-up model, the truck provides ease of mounting and de-

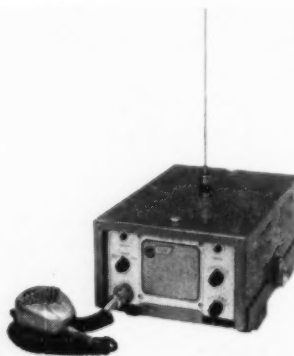


mounting, which is valuable where operators must leave the truck frequently during their daily jobs. And an unobstructed operator's compartment permits mounting from either side. The new truck presents maximum visibility for the operator, hydraulic lift and tilt, and hydraulic wheel brakes.

Circle 52 on Card Facing Page 49

Mobile Radiotelephone

Kaar Engineering Corp. has developed a new small, low-powered industrial radiotelephone for installation on materials handling equipment. The

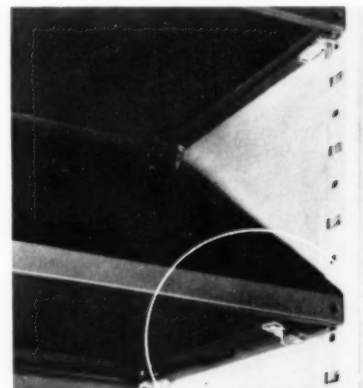


new IMP is capable of performing triple duties of base station, mobile station, and mobile public address system. The IMP has a range of two miles under average conditions. It can operate on 6 or 12 volts dc, or 117 volts ac.

Circle 53 on Card Facing Page 49

Adjustable Steel Shelving

Shelves that can be re-positioned without unloading are featured in a new rapidly assembled steel shelving designed by the Standard Pressed Steel Co. Removing of shelves without tilting permits changes in heights of loaded shelves. There are no ob-

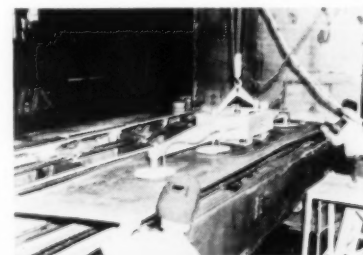


structions at the uprights taking up shelf space. A two-man team can assemble a closed unit 36-in. wide, 18-in. deep and 87-in. high complete with seven shelves in about 10 minutes. Shelves in the Hallowell Erectomatic system are supported at each end by a removable shelf support. Pivoted locks attached to the supports are swung shut to engage the lower flange of the shelf.

Circle 55 on Card Facing Page 49

Vacuum Handling System

A solution to the handling of non-porous materials where size, flexing, and surface protection are important considerations is claimed for a new



vacuum lifting system made by the Vac-U-Lift Co. It incorporates the principle of induced vacuum with one or more lifting pads. Vac-U-Lift uses a vacuum power pack with an efficient rotary pump controlled by a five-way solenoid valve. Positive sealing of the pads is controlled through a special sealing ring attached to the perimeter of the pad. No load is imposed on the ring. A safety feature is the reserve vacuum system which maintains positive grip, while lifting, even in event of a power failure. One man using remote push-button controls can handle the complete lifting operation. A single system will handle as much as 16,000 lb.

Circle 56 on Card Facing Page 49

Composite Steel and Aluminum Vans



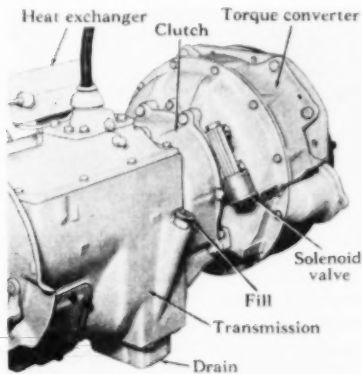
Fruehauf Trailer Co. has added to its line of volume vans a new composite steel and aluminum unit available in straight or drop frame design with either exposed post aluminum or

smooth panel beaded aluminum panels. Low maintenance and high efficiency are claimed by the manufacturer. The new models will be available only as 35-ft tandems.

Circle 54 on Card Facing Page 49

Heavy-Duty Transmission

Advanced truck performance, fuel economy, and reduced driver effort are claimed for the new Select-O-Matic transmissions developed by International Harvester Co. for heavy-duty trucks. It includes an electro-hydraulic clutch and high-efficiency torque converter in combination with a five-speed synchromesh transmission. Positive control of gear selection is maintained at all times, for greater safety under all operating conditions. Automatic torque multiplication is achieved through the con-

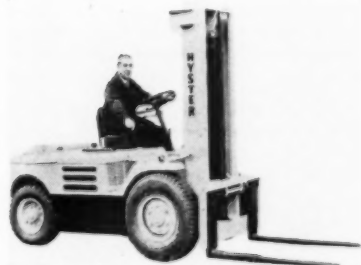


verter which doubles the torque transmitted to the wheels when starting and prevents engine lugging. When more torque is required for acceleration or slight upgrades the converter automatically supplies it. As a result, engines operate in maximum efficiency ranges for longer periods and the need for two-speed axles and auxiliary transmissions under normal conditions is eliminated.

Circle 57 on Card Facing Page 49

All-Purpose Lift Truck

An all-new pneumatic tire lift truck, having the compactness to work inside a single-door boxcar, and the traction to handle 7000 lb loads over rough yard terrain, has been de-

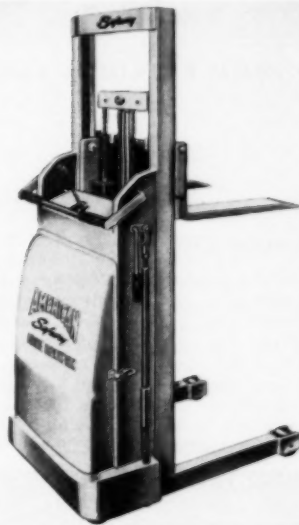


veloped by the Hyster Co. With a long wheelbase for stability and compact dimensions for close-quarter work, gasoline powered Model 70 features maximum power for handling unitized loads. Turning radius is 100 in. and length 106 in. Among the attachments is a crane boom which can be used for unloading gondola cars.

Circle 58 on Card Facing Page 49

Portable Elevating Trucks

The American Pulley Co. has completely redesigned its portable elevating trucks. In addition to fork and



platform trucks, the series includes drum stackers and straddle models. Maximum loads range from 1000 lb for pedal-operated models, to 1500 lb for battery-powered type. Standard models lift as high as 96 in.

Circle 59 on Card Facing Page 49

Battery-Charger Combination

Electric-driven walkie-type trucks are now available with battery and charger combination units. Automatic Transportation Co., producer of the trucks, claims a saving of up to 23

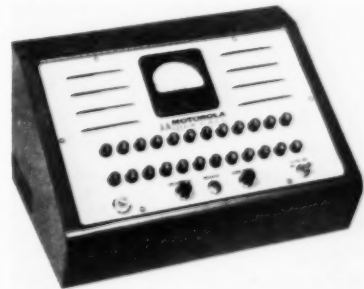


per cent in initial capital investment in batteries and chargers. The charger can be plugged into any 115 volt 60 cycle AC lighting circuit to charge the battery whenever the truck is not in use. If the battery is fully discharged, it can be recharged in 10-16 hours. No attendant is needed, as the charger will automatically cut the charging rate so that indefinite charging may continue without harm to battery.

Circle 60 on Card Facing Page 49

Single-Unit Console

A single-unit console providing complete selective calling facilities for land-mobile two-way radio base stations has been announced by Motorola, Inc., Communications & Industrial Electronics Div. It combines

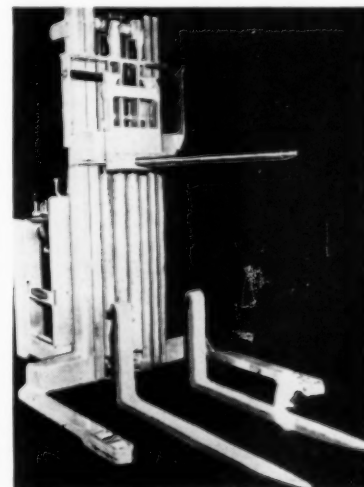


all tone signaling elements in a single package. The console can be added to any existing two-way radio system. With the addition of selective calling facilities, a mobile receiver responds only to calls specifically directed to it. Simultaneous selection of several units is achieved with a single two-tone code. Additional selector boxes can provide as many as 320 pre-selected codes.

Circle 61 on Card Facing Page 49

Dual Purpose Lift Truck

A double purpose truck which handles cloth rolls and high stacks palletized goods has been developed by The Raymond Corp. The truck, for stacking, is fitted with hookon forks. When cloth rolls are being handled, a 2 1/4-in. diameter ram is inserted into the cores of the rolls. Built to handle 4000-lb pallet loads, the forks elevate to 152 in. The straddle base forks eliminate counterweight and allow the trucks



to operate in narrow aisles. Dual, floor-protective Nylon wheels in the base forks are 3-in. in diameter.

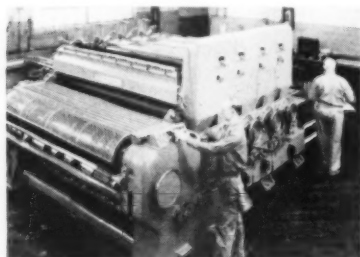
Circle 62 on Card Facing Page 49
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DA NEW PRODUCTS and EQUIPMENT

CONTINUED FROM PREVIOUS PAGE

Packaging Machinery

The Samuel M. Langston Co. is producing a new-design printer-slotter which gives improved registry in four-color printing of corrugated boxes. Its split construction permits the press to be set up quickly and allows for the addition of new stations as



changes occur in printing methods and inks. The main drive operates a splined shaft. Each section—slotting, printing, and feeding—is driven individually from the shaft. Supplementary hydraulic motors drive the various printing rolls and lock, open, and close the machine. Several sizes are available.

Circle 63 on Card Facing Page 49

Shipping Container

A new printed shipping container, specially die-cut to eliminate a need for separate inner packing is being



used to ship 5-gal. spout cans of motor oil. The one-piece container, produced by the Robert Gair Div. of Continental Can Co., is constructed to eliminate five separate inserts previously required.

Circle 64 on Card Facing Page 49

Electric Lift Truck

Lifting, travel and steering are all electric in a new stand-up, battery-powered low lift made by Barrett-Cravens Co. Physical effort on the part of the operator is reduced. All movements are controlled by means of push buttons located in the handle. It also can be used as a walkie when desired. Available with 4000 and 6000

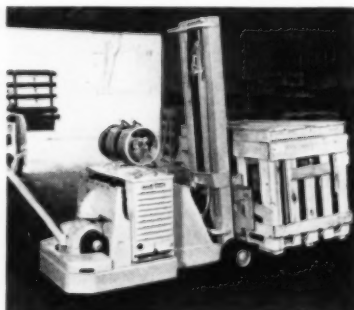


lb capacities and a wide range of platform lengths, it has a 6-in. lift.

Circle 65 on Card Facing Page 49

LP-Gas Power Pack

A bantam-sized LP-gas power unit designed to fit electric powered hand trucks is being produced by The Ready-Power Co. It features instantly available, continuous duty electric power plus economy. It can be installed quickly on any make electric hand truck with power compartment

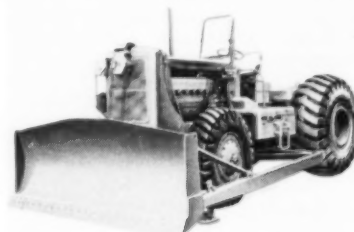


of adequate size. Removable end plate and hinged cover plate permit easy access to the engine and generator.

Circle 66 on Card Facing Page 49

Four-Wheel-Drive Tractor

Fast travel and work speed is combined with high tractive effort in a 300-HP four-wheel-drive tractor introduced by Caterpillar Tractor Co.



Primary applications will be in powering scrapers, bulldozing, and logging. Accordingly, three arrangements are being offered, each including the necessary attachments. In addition it is a utility tractor.

Circle 67 on Card Facing Page 49

Intraplant Mail Truck

West Coast Machinery, Inc., has introduced a new electric-powered vehicle for delivering intraplant mail.



The Westcoaster has a payload capacity of 1000 lb and can seat two persons. Cost of all-day operation is estimated at about five cents.

Circle 68 on Card Facing Page 49

Hand Trucks, Dock Boards

A new line of aluminum hand trucks and dock boards has been announced by Voltz Brothers, Inc., manufacturer of aluminum truck bodies.



The hand trucks feature a formed aluminum deck with rounded corners and an adjustable wheelbase for control of turning radius. Dock boards are built with safety tread plate, rounded extruded curbing with hand grips, and beveled edges.

Circle 69 on Card Facing Page 49

**FREE**

LITERATURE

Tackers and Staplers

An illustrated folder describing a complete line of tackers and staplers for the shipping and packaging industry is offered by the **Fastener Corp.** This equipment is designed to staple everything from shipping tags and corrugated cartons, to the linings in box cars.

Circle 70 on Card Facing Page 49

LP-Gas Fuel Systems

New specification sheets available from **Hyster Co.** describe Underwriters' Laboratories, Inc., approved LP-Gas fuel systems now offered for certain Hyster-built industrial trucks ranging up to 20,000 lbs load capacity. These include the Hyster 20, 30, 40, 50, 60, 70, 80, 150, 160, 180 and 200 lift trucks on pneumatic tires and the Hyster Space Saver 30, 40, 50 models on cushion tires.

Circle 71 on Card Facing Page 49

Heated Door Gasket

Jamison Cold Storage Door Co. has prepared a booklet on Frostop which prevents frost or ice formation on the gasket contact areas of all Jamison doors for low temperature service. Available as an optional feature, the unit consists of thermostatically controlled heater cables embedded in the frames where the gaskets of the door make contact.

Circle 72 on Card Facing Page 49

Elevating Platform Truck

A four-page bulletin giving specifications and drawings on the Model LO-2, 4000-lb low-lift platform electric-driven industrial truck has been prepared by **Automatic Transportation Co.**

Circle 73 on Card Facing Page 49

Steel Shelving Catalog

How to plan storage areas efficiently is featured in a new 36-page catalog of steel shelving prepared by the **Berger Div. of Republic Steel Corp.** A typical flow chart in the catalog illustrates how planning storage units can eliminate wasted space, time, and effort.

Circle 74 on Card Facing Page 49

Shipment Addressing

A new 16-page booklet "How to Streamline Your Shipment Addressing for Speed and Economy" has been prepared by **Weber Marking Systems, Div. of Weber Addressing Machine Co., Inc.** It illustrates and describes seven modern systems for fast, low cost addressing of labels, tags and cartons.

Circle 75 on Card Facing Page 49

Pallet Dolly Circular

Samuel Olson Mfg. Co., Inc. has prepared a pallet dolly circular illustrating and describing their complete line of pallet dollies, roller conveyor ramps and special assembly dollies.

Circle 76 on Card Facing Page 49

Impact Measuring Device

Spotting where damage occurs in shipping and handling is possible with the **Impact-O-Graph**, measuring instrument which makes a visual record of impact, acceleration, and gravity. A new **Impact-O-Graph Corp.** folder lists 17 cases in which this product was used to find cause of damage in distribution of goods.

Circle 77 on Card Facing Page 49

FILMS

Seaway Building

Planning and development of the St. Lawrence Seaway, a project rivaling the building of the Suez or Panama Canals, is told in a documentary style in a new color, sound film, "The Eighth Sea," presented by **Caterpillar Tractor Co.**

Walter Cronkite, television commentator, narrates the film. Importance of the waterway to the world is explained during films which show construction of great coffer-dams, the diverting of a river, and removal of rapids.

The 28-minute film is available by writing to the Advertising Div. of the **Caterpillar Tractor Co., Peoria, Ill.**

Dock Ramps

Globe Hoist Company's line of **Trans-O-Matic** ramps is described in a six-page illustrated bulletin. These power-operated, automatic-leveling dock ramps have a capacity rating of 20,000 lbs for both roll-over and cross-over loads.

Circle 78 on Card Facing Page 49

LP-Gas Carburetion

Century Gas Equipment Co. has prepared a folder "How to Reduce Fork Lift Operation Costs with LP-Gas." It gives three ways to save up to 50 per cent of truck operation costs.

Circle 79 on Card Facing Page 49

Floor Truck Catalog

A new 28-page catalog prepared by **Nutting Truck and Caster Co.** gives illustrations and specifications on trailers, drag-line trucks, dollies, jacks and skids, wagon trucks, barrel handling equipment, 27 different models of two-wheel trucks and four-wheel platform trucks plus a variety of casters and special duty trucks.

Circle 80 on Card Facing Page 49

Pressure-Sensitive Tapes

Minnesota Mining and Manufacturing Co. is offering a folder describing uses and applications for printed and die-cut pressure-sensitive tapes. These tapes can be used to inexpensively identify standardized stock items, odd-shaped products, etc.

Circle 81 on Card Facing Page 49

Household Goods Handling

Culbertson Warehouse & Deposit Co. has prepared a folder introducing the "Porta-Pak" system of the unit load method of moving and storing household goods.

Circle 82 on Card Facing Page 49

Pallet Catalog

An eight-page catalog on wire-bound pallet boxes has been announced by **General Box Co.**

Circle 83 on Card Facing Page 49
(Please Turn Page)

Free Literature . . .

(Continued from Preceding Page)

Carrier Minimum Charges

The National Small Shipments Traffic Conference has published an eight-page Comparative Statement of Minimum Charge Scales (with specific examples), in the various motor rate bureau territories.

Circle 84 on Card Facing Page 49

Lined Steel Pails

Steel pails with linings tailored to the product to be shipped are being produced by **Bennett Industries, Inc.** A folder by the company offers tests of the product to be packaged to determine which of five lining materials is better. In addition to pails, drums are also lined by the process.

Circle 85 on Card Facing Page 49

Trucks & Tractors

Information on cab-over-engine lightweight trucks and tractors is available from **White-Freightliner Div., The White Motor Co.** Chassis diagrams, dimensions and specifications are contained on each sheet dealing with specific models.

Circle 86 on Card Facing Page 49

Site Selection

Pennsylvania Department of Commerce is offering plant location data. The Department maintains a central, state-wide file and clearing-house of plant location information, including maps, local, state and Federal statistics, etc.

Circle 87 on Card Facing Page 49

New Hydraulic Crane

Equipment costing less than the wages of a man converts a storage yard into a warehouse in a case study of hydraulic crane operation released by **Austin-Western Works, Baldwin-Lima-Hamilton Construction Equipment Div.** A hydraulic crane and trailer, costing less than \$15 per day, is used by a tableware company for outdoor materials handling.

Circle 88 on Card Facing Page 49

Screw Conveyor Bearings

A six-page folder has been published by **Link-Belt Co.** describing new related ball bearing equipment being added to their complete screw conveyor component line. Low starting friction and free-rolling action of all these ball bearing components results in minimum horsepower requirements and negligible maintenance costs.

Circle 89 on Card Facing Page 49

Fork Truck Booklet

Allis-Chalmers describes the design, engineering, construction and operating features of its fork lift trucks, towing tractors and Chore Boy platform trucks in a new 20-page catalog. Photographs, illustrations, dimensions and specifications of each unit are included.

Circle 90 on Card Facing Page 49

BOOKS

Railroad Freight Tariffs

The Railroads' Tariff Research Group has published a manual dealing with instructions to govern compilation and filing of railroad freight tariffs.

Entitled "Tariff Makers' Manual No. 1-A," the 300-page publication contains the latest information and data on rates and tariffs, and replaces a previous manual issued by the group.

The manual contains 24 topically arranged sections in two parts. One part covers all of the tariff improvement policies approved since the establishment of RTRG five years ago, and the other part includes related rules of ICC Tariff Circular No. 20.

The manual costs \$2 plus postage and may be obtained from **Guthrie Lithograph Co., 1150 First St., NW, Washington, D. C.**

Standard Pallet Sizes

A tentative draft of "Proposed American Standard Pallet Sizes" has been prepared by the Soc. of Industrial Packaging & Materials Handling Engineers.

After listing ten recommended sizes—seven rectangular and three square—the report gives the theories and factors which were considered in determining the series of sizes. Charts show proposed pallet sizes and area ratios, and percentage utilization of modern boxcar or trailer areas by pallets with 1-in clearance and with or without 1½-in overhang.

It contains 15 pages and is offered at \$1 plus postage from **C. J. Carney, Jr., managing director, Soc. of Industrial Packaging & Materials Handling Engineers, 111 W. Jackson Blvd., Chicago 4, Ill.**

For prompt service, use postage-free postcard provided to obtain FREE LITERATURE and NEW PRODUCT information described in this issue. All material is FREE unless otherwise noted.

Lift Truck Batteries

A specification bulletin covering the complete line of **Slyver-Clad** batteries for use with hand motorized lift trucks has been prepared by **C & D Batteries, Inc.** The specifications include data on battery ratings and capacities, details of design and construction, dimensions and weights.

Circle 91 on Card Facing Page 49

Industrial Locomotives

"Six Questions to Ask When Buying an Industrial Locomotive" is the title of a new booklet, the first of a series, prepared by the **General Electric Co.** Sixteen pages with photographs and charts answer questions of a prospective buyer.

Circle 92 on Card Facing Page 49

Gross Weigher

Richardson Scale Co. is offering a six-page bulletin describing and illustrating its automatic gross weigher and bagger. The Model E-52 weighs and bags adhesive and non-adhesive material in 25- to 100-lb bags.

Circle 93 on Card Facing Page 49

Automatic Counter

Pitney-Bowes, Inc. has prepared an illustrated folder on its Tickometer which automatically counts, dates, codes, endorses or otherwise marks a wide variety of paper forms. It handles from 500 to 1000 pieces per minute with 100 per cent accuracy.

Circle 94 on Card Facing Page 49

Battery Fork Truck Bulletins

Three new two-page bulletins describe and give full specifications on **Mercury Mfg. Co.'s** Yak and Yank battery fork trucks. These trucks are intended for heavy-duty materials handling applications. Bulletin 530 describes Model 530 Yak truck with a 5000-lb load capacity. Bulletin 730 describes Model 730 Yank fork truck with a 7000-lb load capacity. Bulletin 830 covers Model 830 Yank fork truck with 8000-lb load capacity.

Circle 95 on Card Facing Page 49

THE official call to the 66th Annual Convention has been issued by the American Warehousemen's Association. The convention will be conducted April 1-5 at the Chalfonte Haddon Hall, in Atlantic City.

More than 800 merchandise and refrigerated warehousemen are expected to attend. Meeting jointly will be AWA's two divisions—the National Association of Refrigerated Warehouses, and the Merchandise Division.

The program will include joint and individual business sessions. General sessions will be under the chairmanship of Millard Young, general chairman. Division sessions will be directed by C. J. LaMothe and Gilbert J. Stecker, Merchandise Division and NARW chairmen respectively.

Division Programs

The opening Merchandise Division program on the afternoon of April 2 will include reports of the officers and a committee round-up. In addition, C. B. Taylor, of Toronto, will talk on "A Proposed Cost Accounting Manual Program."

The following morning will be devoted to four addresses and panel discussions. Morris M. Stern, chairman of the Office Procedures Committee, will lead a discussion on "Documentation and Office Machines." This will be followed by a talk on "Pension and Profit-Sharing Plans."

George Odiorne, of the American Management Association, will speak on "What's All This Talk About Automated Warehouses?" (Mr. Odiorne's final installment in a two-part series on warehousing appears on Page 56 in this issue of *DISTRIBUTION AGE*.) Mr. Odiorne will be followed by R. H. Jacobs, of Jacobs Construction Co., who will speak on "Building a Warehouse in 1957."

April 4 will be devoted to a series of operational seminars.

The closing day will feature a report on the highlights of the operational seminars, an open forum discussion, a report of the Resolutions Committee, and election of officers.

The NARW's opening session on April 2 will feature reports from the officers and a special



G. J. Stecker
NARW President



M. W. Young
General President



C. J. LaMothe
Merchandise President

AWA Issues Call to Annual Convention

More than 800 merchandise and refrigerated warehousemen expected to attend 66th Annual Convention in Atlantic City from April 1 to 5

panel discussion on "Labor Management Problems." Clem D. Johnston, past president of the U. S. Chamber of Commerce and past general president of the AWA, will preside.

The afternoon session will include an address on "Your Business and Ours," by G. S. Jones, managing director of the Air Conditioning and Refrigeration Institute. He will be followed by Mr. Stecker speaking on "It's Your Business," W. E. Ready, NARW treasurer, speaking on "It's Your Money," and an address on "Profit Planning With Insurance," by H. C. Fisher, NARW insurance counsel.

"Labor's Plans for Refrigerated Warehousing" will be treated the following morning in a panel discussion. This will be followed by an address by Dr. Kenneth McFarland, educational director of

the American Trucking Associations, Inc.

President Stecker will report on the recent Confidential Survey, to be followed by election of the executive committeemen.

The morning of April 4 will be devoted to panel discussions on "Let's Analyze Our Profit Picture," "Planning for Profit," and "Let's Get Our Costs Down."

Following lunch, Pin-Pointer Clinics will be conducted on break-up space, operations and handling, adding new services, loading docks, temperatures and commodities, and plant modernization. Highlights of these clinics then will be reported to the general membership.

The final day will include a panel discussion on "Profits Can Be Promoted," a report of the Resolutions Committee, and the installation of officers. •

Reciprocal Switching —Shipper's Privilege

In judging switching charges, the ICC must consider the charges as though they were to be charged by the carrier rendering the service. However, they may be absorbed by the line haul carrier

RAILROADS, in figuring line-haul rates, include a charge for delivery at the destination on the public or industry tracks of the destination carrier. If delivery is to be made by a carrier not participating in the line-haul, an additional switching charge is made by the switching carrier.⁶³

In a proceeding to determine the propriety of switching charges, the Interstate Commerce Commission must consider charges as though they were to be charged by the carrier rendering the service paid by the shipper.⁶⁴ However, they may be absorbed by the line-haul carrier in practice.

Switching charges usually are figured per car and include the switching of the car one-way empty. A flat switching charge generally is the most desirable. It avoids the expense of weighing cars. It prevents discrimination which might arise from weighing some cars and not others, and it reduces clerical work.⁶⁵

Charges

Switching charges largely are based on average conditions. They cannot be based wholly on distance. Although in most switching districts there are some hauls so long and difficult that their cost exceeds the charge collected, a

By Ben W. Erickson

flat charge is not less than reasonable. The governing factor is whether the carrier is receiving adequate compensation for the total switching service rendered within the district.⁶⁶

Any carrier has the right to charge a reasonable amount for whatever switching it performs for traffic coming from a connecting line. But it may not, to increase its share of competitive traffic, impose excessive switching charges.⁶⁷ Charges should be sufficient for services performed.⁶⁸ The Commission has said that, in determining the charge, consideration may be given to the cost of the service, the value of the property used, and the circumstances that the switching carrier will be deprived of the line-haul.⁶⁹ The third provision means that the charge for the interchange service should be adequate for the movement over the terminal considered by itself.⁷⁰

The charge for similar services in the surrounding territory generally is the best yardstick and often the determining factor.⁷¹

Occasionally a carrier will differentiate in its switching charges according to who is responsible for their payment. A lower charge is levied if the shipper pays, and a higher charge if it is absorbed by the carrier. This is to encourage the shipper to route via its line to avoid the switching charge. The competing carrier is discouraged from soliciting the traffic by the prospect of having to pay and absorb a higher switching charge.

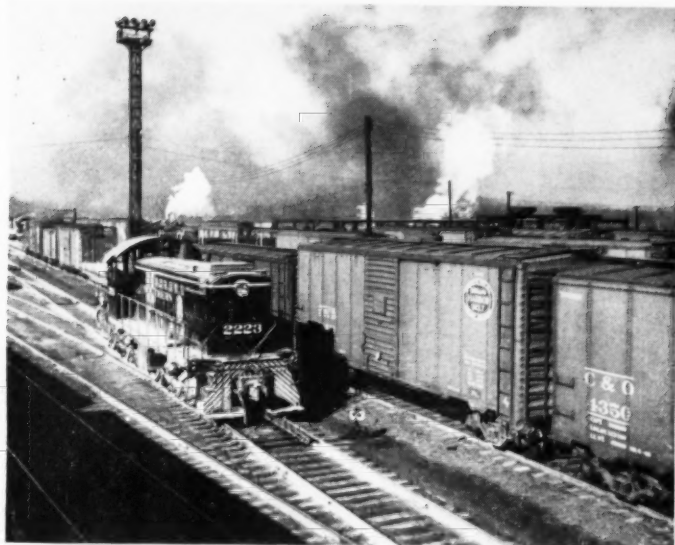
The Commission has held that where switching service performed is identical as to competitive and non-competitive traffic, there is no justification for maintenance of different charges. Charges, differing widely dependent solely upon who pays them, are not justified.⁷²

Increasing switching charges for one carrier's traffic while lower charges are maintained for other carriers would result in unjust discrimination and undue prejudice.⁷³

Failure of a carrier to provide charges for switching of traffic to connecting lines is not unreasonable, unjustly discriminatory, or unduly prejudicial when the effect would be to compel the carrier to hand traffic over to its competitor and thus short-haul itself.⁷⁴

In most recent cases the reasonableness of proposed switching rates have been based upon actual cost as nearly as possible.

Editor's Note: This is the concluding article in a series of three by Mr. Erickson. The two previous articles appeared in the January and February issues of this year.



Reciprocal switching implies that carriers reciprocate in some manner. Reciprocity is evident in a terminal where each of the lines has a substantial number of industries on its tracks. Business to and from these various industries can more or less be shared. Where the amount of business shared is about the same for competing lines, the carriers often fix nominal charges knowing that the switching is about equalized.

Whether or not interchange switching charges are reciprocal is unimportant. The so-called reciprocity theory of establishing switching charges has been condemned by the Commission in several cases.⁷⁵

Carriers should try to conduct their switching operations for other carriers without loss. Charges based on cost are preferable to nominal charges based on reciprocity in service. The Commission has said that the switching charge should be closely related to the cost of the operation.⁷⁶

A carrier cannot justify an inequality in interchange switching service and charges on the ground of a difference in the degree of reciprocity as between the carriers.⁷⁷

Reciprocal switching charges made without regard to the cost of the service may not be an ac-

curate measure of a reasonable charge for a particular switching service.⁷⁸

Absorption

Railroads are, for the most part, willing to absorb connecting line's switching charges only on competitive traffic. A railroad cannot, however, be compelled to absorb switching charges in the absence of unjust discrimination or undue prejudice.⁷⁹

The Commission has held in a number of cases that carriers may lawfully absorb switching charges on competitive traffic while refusing to absorb charges on non-competitive traffic, so long as all shippers similarly situated are treated alike.⁸⁰

In its absorption practices a railroad may not violate either Section 2 or Section 3 of the Act. The former prohibits unjust discrimination, and the latter requires that carriers do not subject shippers to undue or unreasonable preference or prejudice. The Commission may order the removal of the discriminatory charges or practices in absorption cases.

On several important occasions the Commission has required carriers to absorb switching charges on non-competitive as well as competitive traffic, when the services were similar.

In *Richmond Chamber of Commerce v. SAL Ry. Co.*, 44 ICC 455, the Commission had found that carriers serving Richmond absorbed switching charges only when the switching line competed with the line-haul carrier. This constituted unjust discrimination in violation of Section 2. In this case the company refused to absorb charges for substantially the same service when the switching line did not compete. The decision was contested on the question: "Consistently with Section 2, may a carrier make its absorption of switching charges dependent on whether the switching line is competitive?"

High Court Rules

The Supreme Court pointed out that the law aims to give all shippers equality of rights for carriage under substantially similar circumstances and conditions. The existence of competition cannot justify discrimination against shippers for substantially like services. The Commission did not hold, said the Court, that switching charges must always be the same, but that they must be alike where the service was rendered under substantially similar circumstances and conditions.

In another case, a carrier proposed cancellation of absorption of terminal switching charges on non-competitive traffic. It was found not justified by the Commission, reference being made to the above case.⁸¹

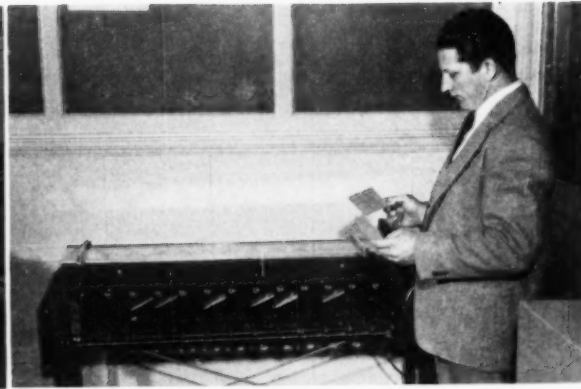
Different Terminals

Differences in absorption practices in different terminals on similar traffic has been condemned by the Commission. This is seen in *Minneapolis Traffic Assn. v. C&NW Ry.*, 245 ICC 11 and in *Minneapolis Traffic Assn. v. C&NW Ry.*, 266 ICC 729, with regard to grain and grain products at Minneapolis, St. Paul, Duluth and Superior. The Commission found that widespread absorption at important markets other than those complaining was strong evidence of the reasonableness of the practice, and of the unreasonableness of non-absorption practices at the complaining markets.

(Please Turn to Page 77)



As a bill of lading is prepared on the Remington Rand Synchro-Matic machine, a card is punched automatically



Automatic sorter in action. Final processing of punched cards is completed by Remington Rand's Service Bureau

Punched Cards Speed Customer Service

Mechanized paperwork produces better inventory control, improved proof-of-delivery procedures

By Ray Hamilton, Jr.

Frank Hamilton Warehouse, Inc., Cincinnati, Ohio

SUCCESSFUL public warehousing is dependent upon good customer service. Because of this, management must be on the alert for methods of improving service, while keeping operating costs at a minimum.

A punched-card paperwork system is helping us provide better service at lower cost. We decided on the punched-card system following a recent search for improved inventory control methods and proof of delivery procedures. The system has provided faster customer service and greater efficiency and accuracy in our internal operation.

Formerly, manual methods were used in inventory control and proof of delivery procedures. This method was slow, required extra

personnel, and multiplied the possibility of error.

The new system eliminated these objections. It is entirely mechanical. Three new business machines handle the complete operation. The machines are: A combination accounting and punch unit, an interpreter, and a sorter. Although the sorter was not a necessity, we installed it for convenience.

When a customer issues an order to withdraw stored items, our order clerk types a straight uniform bill of lading. The combination accounting and punch machine is used for this. The only extra operation is the insertion of account and product code numbers.

A punched card is produced

simultaneously and automatically by the electrically synchronized machine. The card is interpreted automatically and filed by account and product. This provides an immediate and accurate source of inventory information.

At the end of each month, these by-product cards are put through a tabulator at the machine manufacturer's service bureau. This produces a detailed list of inventory receipts and disbursements for each account. It also gives sundry service invoices for work performed, recurring storage invoices for the next month, and balance forward cards.

The list of inventory receipts and disbursements are forwarded to the customer by the third of the month. Under the old system, these reports were not completed until the tenth or eleventh. Also, with the new inventory receipts we are able to enclose invoices for storage and service.

The machines do in 90 minutes a job that took 10 days under the old system.

The same machines also have converted our old hand-post book-keeping operation to a completely mechanical system. Accounts receivable, with distribution, are handled by the machines. Also handled are accounts payable on voucher checks with account distribution.

Customer product identification code numbers are used wherever possible. This reduces paperwork for both the customer and for us. •

Part II:

By George S. Odiorne

Associate Director
Management Course
American Management Association
New York, N. Y.

Warehousing Riddle Finds an Answer

A VARYING number of technical warehousing problems face a business which, after a study of its economics, finds that operating its own warehouse is economical and feasible.

Within the scope of this short paper it would be impossible to discuss all of them at any length. However, there are certain basic principles and trends which are highpoints of good warehousing technique. Not all of these functions will be performed in every warehouse.

Laying Groundwork

In checking the functions which will or will not be done in your warehouse, you are laying the groundwork for the final step in a warehousing pattern, that of building construction and location.

These functions are:

1. Storing.
2. Handling.
3. Packing.
4. Crating.
5. Marketing.
6. Sorting.
7. Order picking.
8. Weighing.
9. Order make-up.
10. Handling pool cars.
11. Packaging and preservation.
12. Bottling or canning.
13. Taking sampling, or setting up sampling plans.
14. Trucking.
15. Security and safety.

Storage means putting things away so that they can be found again in the right quantity, keeping adequate records, rotating stocks, and not wasting space. At the same time the amount on hand should correspond roughly to the paper record of inventory. This is the heart of warehousing and is the main service which it makes in the distribution process.

In deciding functions to be done in warehouse, business lays groundwork for construction of building

Two cost items predominate:

1. Space conservation.
2. Accuracy of supply management.

I have found no real substitute in either of these regards for going out into the warehouse and looking at the stock. Taking physical inventories is costly, but is a constant and predictable expense. Lost products or miscounted stocks due to errors in reporting or record keeping, on the other hand, can be far more costly and less predictable. Nor is there a substitute for a look-see in maintaining a neat and orderly warehouse. The warehouse manager or engineer who tours the shed regularly has a great deal more control than the expert with the soul of an accountant who runs it from the front office.

I consider myself a staunch advocate of sound administrative methods and scientific management. I will defend statistical acceptance and sampling at the drop of a hat. I love cost accountants, and nothing makes me happier than to see a well kept stock record card. But I still say that the personal inspection is the key to warehouse management.

As an ordnance officer, I once found 183 trucks which shouldn't

have been there. As a production manager I once found a carload of fiber milk containers which didn't exist on paper, but physically were there—I knew it because I saw them.

You can't spend all of your time on the warehouse floor but you must spend some time there or you will not be abreast of things.

Planned Handling

Materials handling is certainly enough of a cost of distribution to merit organizing, planning, and control. Peter Drucker has said that the only significant gain in modern production processes has been in materials handling. Certainly automation is of keen interest to the warehouseman in the materials handling aspect at least.

Nevertheless, automation isn't as easy in the warehouse as on the continuous production line, for the burden of variety falls upon the warehouse. The individual items in a shipping order can be mass produced. It is, however, the customer order and not an inventory level which governs the final order to be picked from the shelves of the warehouse. In short, we can't look too hopefully at doing our materials handling in the warehouse by automation.

I know of at least two modern and highly publicized shipping centers which were opened with high hopes of great savings
(Please Turn to Page 68)

Editor's Note: Mr. Odiorne's remarks originally were presented in a paper entitled, "Warehousing," at the 10th Annual Industrial Packaging and Materials Handling Exposition and Short Course, sponsored by SIPMHE.

DA Materials Handling Primer—XVIII

1-A-2. Industrial Railroads

By D. O. HAYNES

DA Materials Handling Consultant

INDUSTRIAL RAILROADS—THEIR AREAS OF APPLICATION

Among the diversified users of narrow railroads are short-line railroads, stone quarries, steel mills, foundries, car builders, sugar cane plantations, makers of explosives, salt mines, sand and gravel pits, cement plants, highway paving companies, sanitary plants, grain elevators, sulfur plants, creosoting plants, lumber industries, loading terminals, pulp and paper companies, shipbuilding, utilities such as power and light plants, and oil refineries. In steel mills, locomotives haul ingot cars, ore cars, and slag cars.

Some special types of conveyance do not lend themselves readily to hauling by other means. Ladle cars, hot metal cars, and slag cars are examples. In mining and quarrying operations, it usually is more economical to provide a number of small cars for loading at different points and then haul them out in a string rather than independently. This type of

operation accounts for the wide application in these fields. Comparison of this method of handling with trackless trains is made later in this series.

TYPES OF OPERATION

The type of railroading operations to be considered are those carried on within the confines of an industrial plant or mill, in mines, on docks, and similar locations. Usually systems of this kind are referred to as narrow gage railroads to distinguish them from the types used by common carriers.

Some industrial plants operate locomotives over standard gage tracks within their own properties. This is done to avoid rehandling such materials as coal, delivered by common carriers. Power stations, for example, so use a locomotive to move cars of coal to stock piles. An industrial plant with a heavy movement of railroad cars in and out finds it advantageous

to have its own locomotive available when needed.

The economic principle of utilizing a single, detachable power unit to move one or more carriers was first adopted by railroads when the steam engine replaced the horse. The principle has since been applied to other forms of transportation. The tractor-trailer train is an example. The basic concept is sound. It permits the maximum utilization of the power unit which is kept busy while the carriers are being loaded or otherwise kept inactive.

A complete industrial railroad system consists of three components:

1. Trackage.
2. Locomotives.
3. Cars.

In the following discussion of equipment, particular attention is given to the kind utilized in narrow gage operations for industrial plants, steel mills, shipyards, mines, etc.

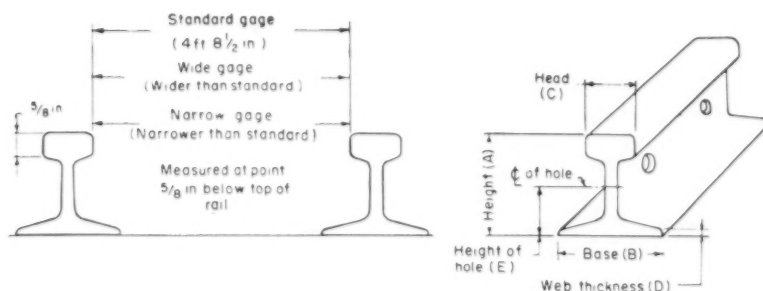


FIG. 1—GAGE AND TRACK DIMENSIONS

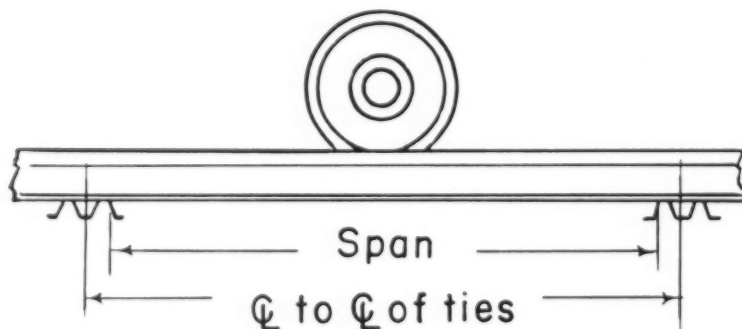


FIG. 2—HOW SPAN IS MEASURED

TRACKAGE SYSTEMS

Trackwork items include steel rail, steel ties, frogs, switches, switch stands, steel turnouts, portable track, crossings, and various accessories. Three types of trackage are utilized in the kinds of installation we are discussing. The first is built around standard narrow gage track and accessories. The second is made up of portable track sections. The third is composed of cast plate track elements.

RAILS

Rails are designated by a number, the hundredths part of which indicates the weight in pounds of a yard of that particular rail. Thus, a rail designated as ASCE (American Society of Civil Engineers), number 840, is one which weighs 8 lb to the yard. The range of rail weights per yard is from 8 lb to 131 lb. Rails for industrial transportation range from 8 lb for 18-in. gage up to considerably heavier, depending on the service re-

quired. The usual gage for the types of lines considered here is 24 in., with rails weighing from 12 to 25 lb per yard.

The West Virginia Steel & Mfg. Co. suggests a method for obtaining the size of rails to be used. Multiply the heaviest load to be supported by one wheel in tons by 12. This gives the minimum weight of rail, and good practice dictates rail sizes as shown below:

Weight of Locomotive or Car (ton)	Weight of Rail (lb)
6	20
8	25
10	30
13	40
20	60
30	80

The American Mining Congress has recommended for room work in mines 20, 30, and 40-lb rail, and for main haulage, 40, 50, 60, 70, and 80-lb rail.

Standard practice calls for 90 per cent of the trackage to be made up of 30-ft rails and 10 per cent shorts down to 20-ft rails. Rails are joined together by angle or splice bars and bolts.

TIES, CLIPS & FROGS

Wooden or steel ties and clips (Fig. 3) are used in industrial railroads. The latter are easier to install, hold the rails more securely, have a much longer life, and are lower in ultimate cost than the former. They are not a fire hazard and save tie plates and spikes.

Frogs are rail sections which permit the wheels on one rail to cross another rail of an intersecting track. The frog number is the ratio of its length (measured on the frog's center line) to its width, (Fig. 4) i. e., the number of inches in length necessary for a frog to spread 1 in. in width. For example, a No. 5 frog spreads 1 in. in 5 in. of length.

SWITCHES & TURNOUTS

Switches consist of two movable rails (Fig. 5) and the necessary connections to permit a locomotive or a car to turn from the track on which it is running to another. A turnout consists of a switch and a frog. Rather than describe all the component parts in such an arrange-

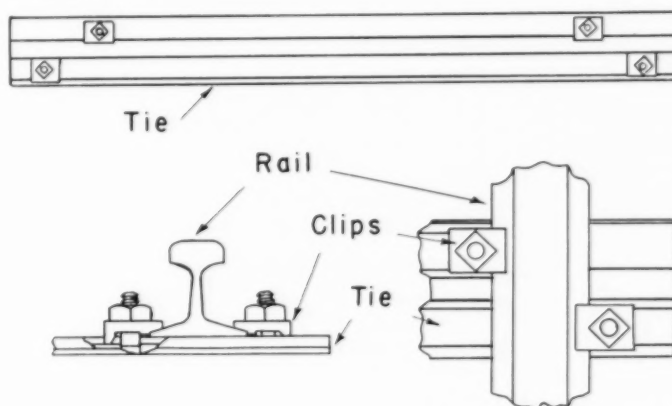


FIG. 3—STEEL TIE AND CLIPS

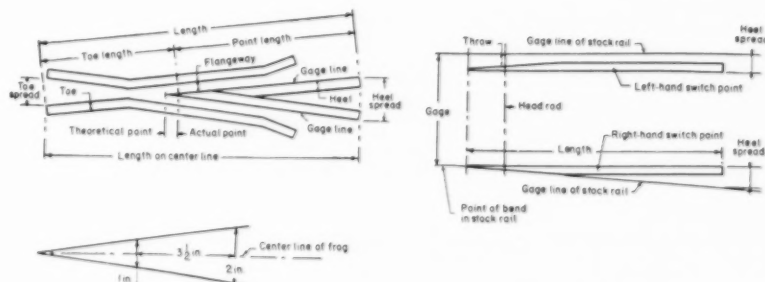


FIG. 4—FROG AND SWITCH DIMENSIONS

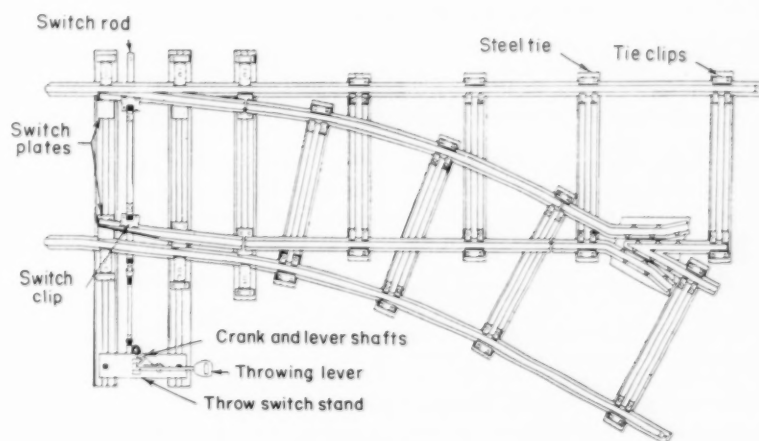


FIG. 5—THE PARTS OF A SWITCH

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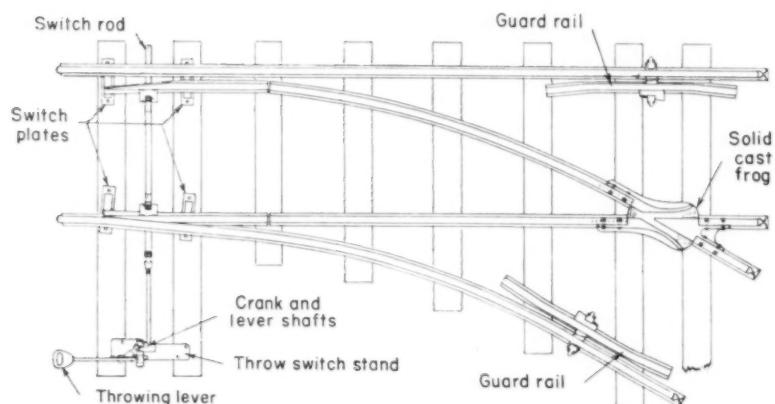


FIG. 6—PARTS OF A TYPICAL TURNOUT WITH SPLIT SWITCH AND CAST FROG

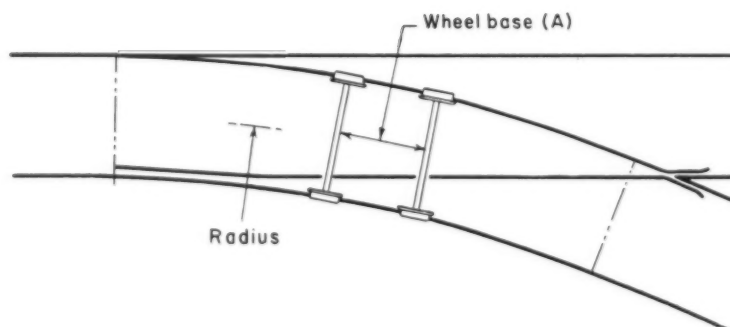


FIG. 7—RADIUS AND WHEEL BASE

LOCOMOTIVES FOR INDUSTRIAL RAILROADS

The steam locomotive was the first type utilized to power industrial railways, but the trend, as in standard gage operations, has been to electric and internal combustion locomotives.

The following comments on the pros and cons of the various types of present-day industrial-type locomotives are based on information given by the representatives of leading manufacturers of these power units.

The trolley electric locomotive and the type powered by a storage battery are used extensively in mines, if not actually where objectionable or dangerous fumes would be undesirable or harmful. For many years, those considerations ruled out gasoline or diesel units. A diesel engine now has

been developed with an exhaust conditioner which is acceptable to most state and Federal authorities for mine operations where proper ventilation is provided.

In normal industrial applications, the electric trolley locomotive is expensive because of the overhead wires which must be installed and maintained. In some instances, these wires would interfere with the flow of other traffic. Battery locomotives are not used widely, except in mining operations, because of the need of constantly recharging the storage batteries.

GASOLINE OR DIESEL

Frequently the choice between gas-

oline and diesel fuel is based on psychological reasoning. Organizations which have maintenance and operating personnel frequently shy away from switching to the newer type of fuel. However, there are some economic factors which should be weighed in judging which type is best for a given situation.

The first cost of a gasoline plant is cheaper than an equal diesel setup. As for maintenance there are more parts, including electrical equipment, to go wrong in gasoline engines than in diesels. However, operating costs for gasoline are considerable cheaper than for diesel locomotives.

One user of both types estimates that with gasoline at 30¢ and diesel

TABLE I

Rail Size	Span in Inches				
	18	24	30	36	42
12	2,800	2,100	1,680	1,400	1,200
16	4,488	3,366	2,693	2,244	1,923
20	6,355	4,766	3,813	3,177	2,723
25	7,866	5,900	4,720	3,933	3,372
30	11,238	8,432	6,746	5,622	4,816
35	13,422	10,066	8,063	6,711	5,752
40	16,088	12,066	9,653	8,044	6,895
50	22,133	16,600	13,280	11,066	9,485
60	29,422	22,066	17,653	14,711	12,609

TABLE II

Wheelbase A (in.)	24	28	32	36	42	48	52	60
Minimum recommended radius (ft)	15	18	21	24	28	32	36	40

Portable track comes in three types—clipped, bolted, and riveted construction. Sections usually are 15 ft long, but can be made in any length. Ties usually are spaced 36 in. apart but can be varied to suit conditions. Slice bars normally are employed to connect sections. Track of this kind frequently is laid as a permanent installation; but its real usage is where a temporary setup is desirable. Straight and curved track sections and a variety of turnouts are available.

oil at 11¢ a gallon, it costs \$1.50 an hour with the former fuel and \$0.165 with the latter, based on $3\frac{1}{2}$ gal per hr for gasoline consumption and $1\frac{1}{2}$ gal per hr for diesel.

A factor which cannot yet be evaluated, because there has not been sufficient time to test it, is that gasoline engines of the type used in industrial locomotives operate at 900 to 1100 rpm, whereas the newer types of diesels have been stepped up to 2400 rpm or more. This increase may result in shorter life for diesels.

MECHANICAL OR HYDRAULIC

A second decision lies in whether to use gasoline or diesel or electric engines of these types with mechanical or hydraulic drive. The essential difference in these two ways of transmitting power from the engine to the drive wheels is that, with the electric types, the internal combustion engine drives a generator to supply the current for the traction motor. In the second variety, there is no electrical generating equipment, the drive being from the engine through mechanical or hydraulic torque converters. (Fig. 8.)

DIESEL HYDRAULIC

In recent years, the diesel hydraulic locomotive has gained in popularity. This became true after the torque converter won its spurs on heavy road-building equipment. Those who advocate the hydraulic drive claim easier, less jerky starts.

An infinite number of speed ratios within its range, versatility in power range, reduction in vibration, cushioning of shock loads, elimination of overload or engine stalling, few wearing parts, uninterrupted application of power within the range of the torque converter, more economical operation, and reduction in operator fatigue due to ease of operation and smoothness of power application are cited as advantages.

Manufacturers of industrial locomotives offer two lines—those for mining operations and those for use above ground. The former are built low so that they can pass into the tunnels of mines. They are not equipped with cabs and the operator is located behind the transmission. The diesel-powered locomotive (Fig. 9) is approved for operating in mines under Schedule 24, U. S. Bureau of Mines. It weighs 10,000 to 12,000 lb in full

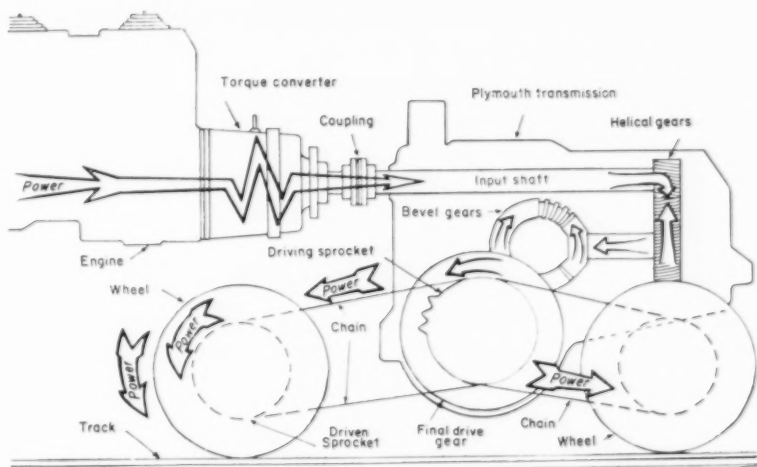


FIG. 8—HYDRAULIC TORQUE-CONVERTER DRIVE

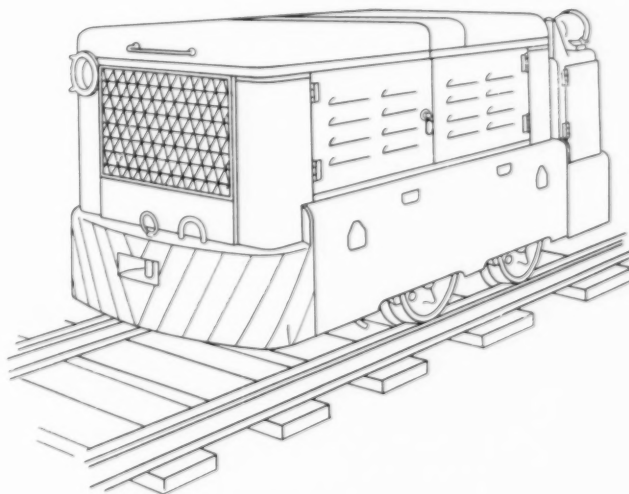


FIG. 9—A DIESEL-POWERED MINE LOCOMOTIVE

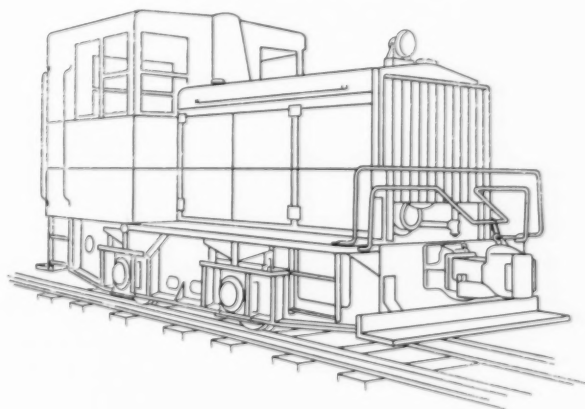


FIG. 10—A NARROW-GAGE GASOLINE OR DIESEL LOCOMOTIVE

operating conditions, and is available in gages from 23½ to 56½ in. It has a four-cycle diesel engine adjusted for 48 hp at 2200 rpm.

The narrow gage locomotive (Fig. 10) comes in weights from 12 tons and in track gages from 23½ to

56½ in. Wheel bases vary from 60 to 70½ in. Both four and six-wheel models are offered. Tractive force is used to express the force available at the rim of the drive wheel. A locomotive will slip the wheels on clean dry rails at 25 per cent ad-

hesion and on sanded rails at 33½ per cent adhesion.

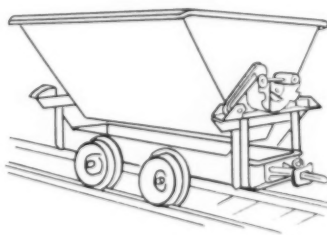
There are many different models available to meet given requirements, but the above are representative of the kinds of locomotives for industrial installations.

CARS FOR INDUSTRIAL RAILROADS

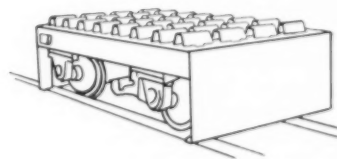
There is a kind of car available for practically every handling job required by an industrial railroad. (Fig. 11) There are dump cars in abundance. Models include those that dump on both sides, and others with drop doors, and so-called rocker dumps.

The rocker dump car is designed for universal handling of dry bulk materials such as coal, sand, ashes, or industrial parts where loading is done manually for hand or power haul. The car is dumped easily due to the rocker arrangement. It comes in 18 and 27-cu ft capacities, rides on 24-in. gage track and has a 24-in. wheel base.

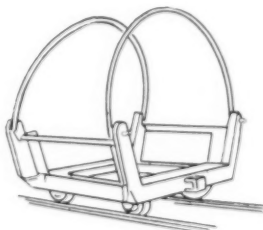
The crossbay car is self-propelled. It comes with electric motor, storage battery, gasoline-electric, or gasoline-hydraulic power. Controls are manual push-button on the car, remote, or electronic. This type is built in capacities from 5 to 500 tons. It is employed in parallel bay plants and for economical movement between buildings, storage areas, and shipping platforms. The construction of the top permits slings to be attached to loads easily and quickly. In addition there are special cars for tie treating and charging, and others equipped with sides or stakes for carrying lumber, pipe, and other materials.



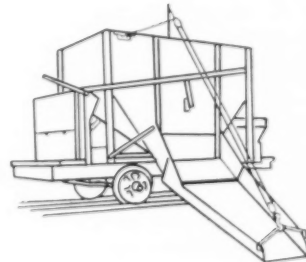
ROCKER DUMP CAR



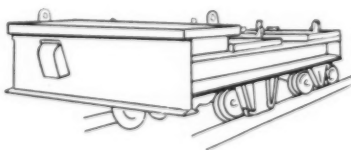
CROSSBAY CAR



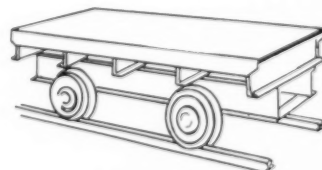
TIE-TREATING CAR



CHARGING CAR



STEEL MILL CAR



PLATFORM CAR

FIG. 11—TYPICAL CARS

Materials Handling Equipment

Material included in this series of articles is being published in book form. The book, to be called "Materials Handling Equipment," is scheduled for publication by Chilton Co. this summer. It will include more than 600 line illustrations and some 576 pages. The volume will sell for approximately \$15. Prepublication orders can be placed through the editor of this magazine.

and now... **DETROIT**

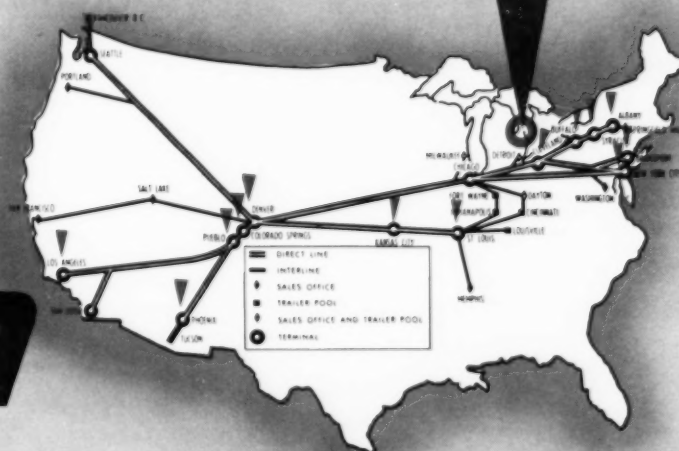
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CLARK Electrics at Armour and Company . . .

Here's Why:

There's a lot of cold meat in this room; all fresh-from-the-yards, Armour meat. Temperatures range as low as 40° below zero. It's an operation like this that calls for equipment with a reputation for working a full shift. Power failure or other down time can be disastrous. No stoppages here—for the Clark Electric's low temperature conditioning and dual-field motor conserves power even under extreme conditions. It's what Clark Electrics are known for: the most efficient drive motor and power control system of any electric truck on the market. Your benefit is unrivaled performance and dependability. Your local Clark dealer will *show* you why Clark Electrics lead the field in power performance, advanced design . . . years-ahead efficiency. Call him or write us.

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Industrial Truck Division
CLARK EQUIPMENT COMPANY
BATTLE CREEK 11, MICHIGAN



Is an **Allis-Chalmers Fork Truck** *Easy to Service?*

Show this to Your Own Serviceman and Ask Him

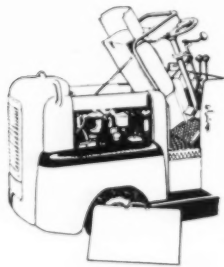
If your maintenance man isn't already familiar with Allis-Chalmers fork trucks, show him this ad — then ask him how much maintenance time its

easy-to-service design would save. Let him tell you how much time he thinks would be saved on these two operations:

1

Strip for service

Lift out two side panels. Tip seat forward. Remove engine cowl by unscrewing two wing nuts. All done. Everything is at your finger tips — engine, carburetor, oil filler tube, oil filter, fuel pump, battery and ignition system.

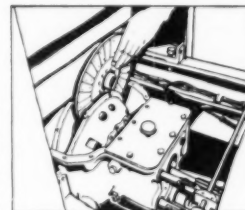


Elapsed time — 22 seconds

2

Change the clutch

Take up floorboard. Remove clutch cover and bearing cap at rear of input shaft by removing cap screws. Slide input shaft back. Remove bolts in the pressure plate and lift out clutch plate. Slip in new clutch plate and reassemble. All done.



Elapsed time — 30 minutes

The time saved here can usually be measured in days.

These are only two of many examples. Another: the Allis-Chalmers fork truck can be stripped down to the bare frame by two men in only 22 minutes. Engine may be overhauled without removing.

This ease of servicing adds up to more hours

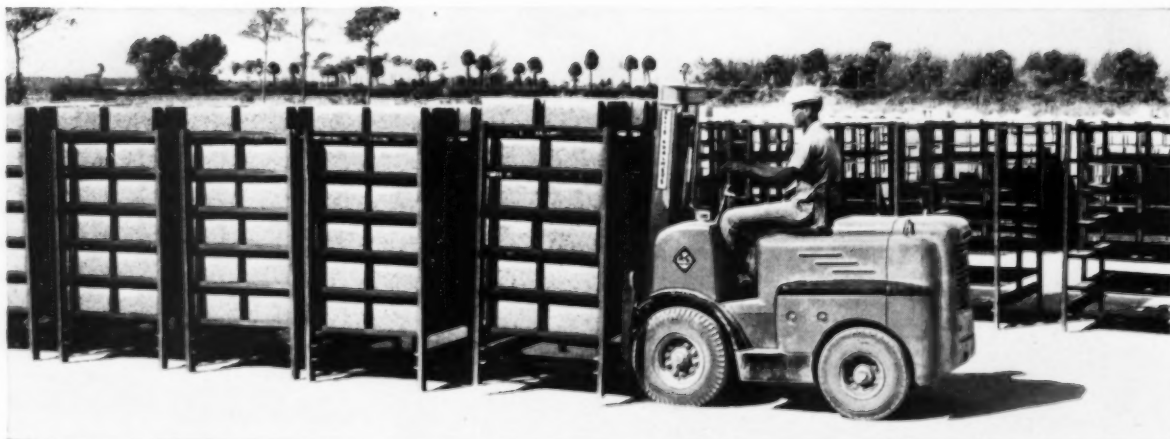
on the job, but that's only half the story. Ask your Allis-Chalmers material handling dealer to show you the many features that account for more output to the hour, or write for a descriptive bulletin.

MATERIAL HANDLING DEPARTMENT, BUDA DIVISION, MILWAUKEE 1, WISCONSIN



ALLIS-CHALMERS

BH-39

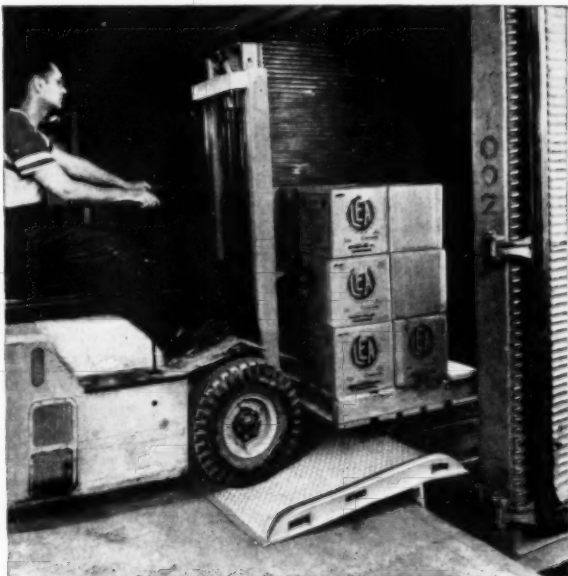


DOWNTIME: NONE — REPAIR COSTS: NONE

That's the report of Sungold Ammet Block Co., Miami, Florida, on their Allis-Chalmers 4,000-lb. fork truck after over three years of operation. A company spokesman further says, "We owned another fork truck and thought

there was nothing like it until one day when it broke down we rented an Allis-Chalmers. We were sold on that machine right now — that's the reason we bought it. It's easy to maneuver, easier to get on and off of, and the shift levers are in a better position."

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Truck loading

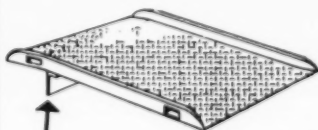


Rail loading

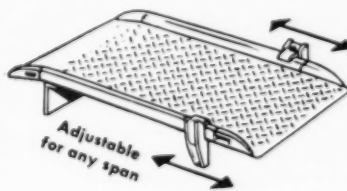
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1. Individually engineered crown keeps edges flush with floors.
2. Rounded curb-ends for safer, easier, tire-saving turns.
3. Quarter-round safety curbs deflect wheels, prevent run-offs, prolong tire-life; are low for equipment clearance.
4. Special rounded edge beveling eliminates jars without sacrificing strength—saves tires, equipment and loads.
5. One-piece hand-holds at all corners; weather-sealed to prevent entry of moisture; molded to fit the hand for complete safety in lifting and positioning.
6. Rail Dockboards feature rugged extruded structural and locking members, precision-welded to bottom—designed for your specific load and dock-to-car span requirements.



EXCLUSIVE TRUCK DOCKBOARD FEATURE—Rugged magnesium angle lock fits snug and secure in the narrow gap which results when you back trucks against edge of dock and set brakes. No need to "jockey" trucks back and forth.



NEW—Adjustable Span-Locks completely eliminate board slippage even with widely-varying dock-to-carrier spans. Span-Locks permit use of a single Dockboard for double duty—both truck and rail.

Magcoa magnesium Dockboards are $\frac{1}{4}$ the weight of steel . . . can be positioned by one man, up-ended by one man. You don't need a fork truck or a gang of men to move a Magcoa Dockboard.

Every Magcoa Dockboard is designed to fit properly in actual loading operations—no need for a hammer and spikes to hold it in position. It is also designed with provision for maximum load weights, equipment underclearance, height-differential and dock dimensions. Thousands in use—many of them for more than 10 years.

A new folder helps you analyze your specific problem, shows which type of Dockboard or Ramp-Dockboard combination is best for your requirements. Use the coupon to get your free copy—no obligation.

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MATERIALS HANDLING DIV.
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Company _____

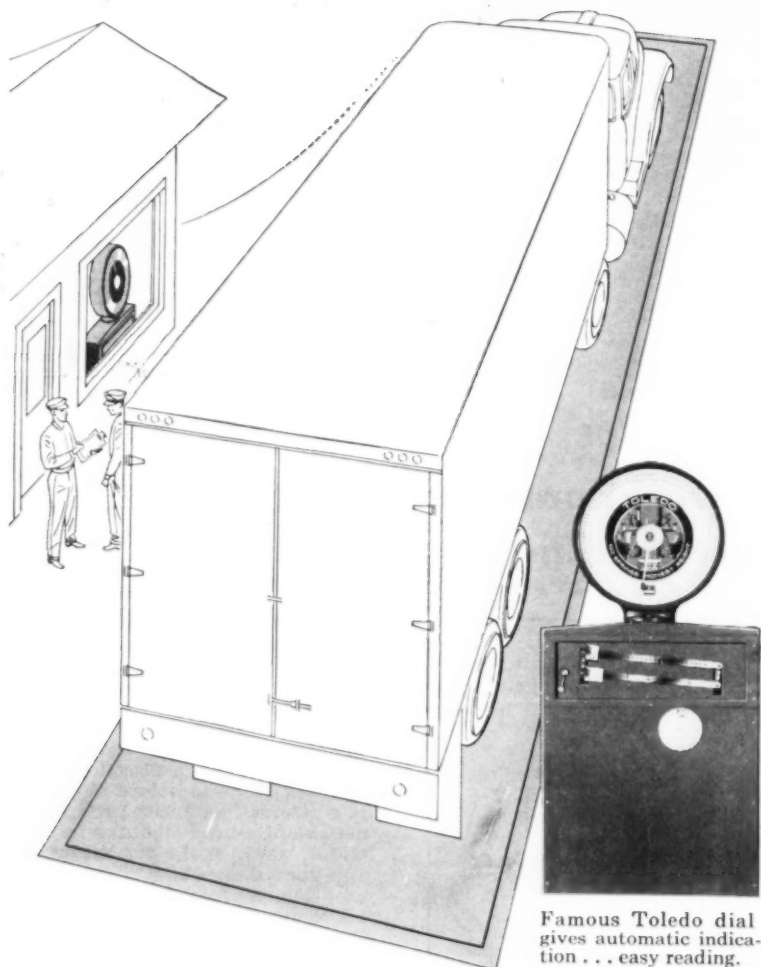
Address _____

City-Zone-State _____

Copyright, 1957, Magnesium Company of America

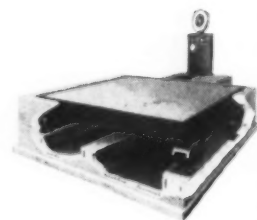
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More and more trucks are weighed on **TOLEDOS**



Famous Toledo dial gives automatic indication . . . easy reading.

Big choice of sizes to 60 ft. . . . rugged dependability . . . automatic indication



HI-WEIGH AXLE LOAD SCALES
Check load distribution and axle weight. Thrifty shallow pit installation. 20 ton capacity with 8' x 10' platform or 30 ton with 10' x 10' platform.

Avoid loss of profits and good will, caused by "doubtful" weights. Weigh on Toledo Hi-Weigh Truck Scales and know *your load*. Advanced TOLEDO engineering features integrated lever, weigh-bridge and pit for brute-strength with long-life accuracy. Full range of capacities to 60 tons. Choice of two-section, four-section or axle load scales, all available with TOLEDO PRINTWEIGH that records weights on tickets, strips or sheets. Ask the local Toledo office about them, or send for literature. Request form 2417. Toledo Scale Company, Toledo 1, Ohio.

TOLEDO®

Headquarters for Scales

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. . . Answer

(Continued from Page 57)

through mechanization and automation in assembling shipping orders. Both have subsequently been quietly closed.

In each case management ran against a paradox in applying automation to warehousing. On one hand, automated order picking systems may cost more than a semi-automatic or manual system if the diversity of items in each order is too great. On the other hand, if the orders are so uniform that automatic order picking is feasible, the packaging and materials handling savings can be better accomplished in the plant at the tail end of the production line.

Despite this there are some considerable cost reduction methods available in applying conveyors, overheads, and trucks to warehousing.

Definition Problems

It's obvious from the above list of 15 functions of warehousing, that there are some problems of definition. Any warehouse which performed all of these functions would require the services of a materials handling engineer, a packaging engineer, and a traffic manager, plus some other assorted skills.

The only conclusion we can reach is that warehousing itself doesn't exist except in a minor way. That obviously is not the case. Warehousing as it is presently done is a mixture of technical skills and occupations in the field of distribution. The exact nature of the mix, and the extent of each function done by the warehouse will be fixed by the economics of your business. This mixture in turn will determine the location and architecture of the warehouse.

Two extremes are presently in use in warehouse design and location. The first is the modern functional type, set like a Frank Lloyd Wright jewel in the midst of a vast lawn, resplendent in cerise windows draped with magenta drapes.

The other extreme is a rented

loft with enough floor space to store stock for awhile. If the roof leaks and spoils some stock, charge it against the low rent, and still make money. More and more people are storing goods in the open air, with or without covering cloths or mantles. A recent issue of Dun's Review and Modern Industry surveyed the trend toward underground storage, which has more to command it than safety from A-bombs. In between are varying shapes and sizes of buildings built, bought, or leased.

When we start warehousing, the pressures of the moment most often have a great impact upon our decisions. A tight cash position or a rather bearish outlook on the prospects for growth of our market may cause us to take up less space than we actually need. One company I know is just beginning to enjoy the savings from a central warehouse in one city after years of making do with four inadequate spaces located in different spots. This lack of centralization resulted from piecemeal additions to space.

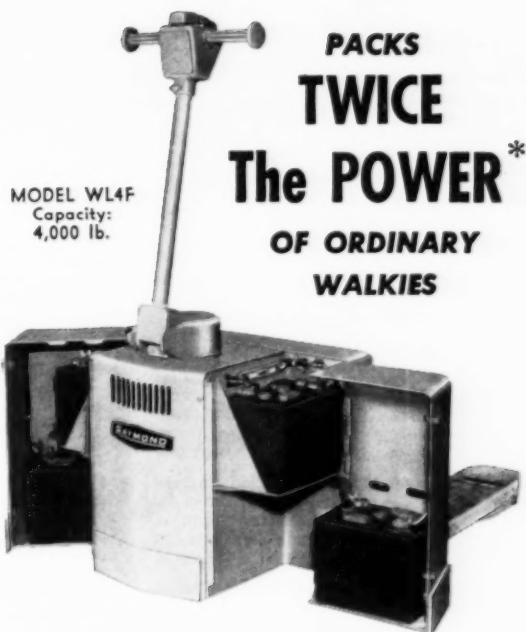
Ideal Location

In location our ideal warehouse is situated in the heart of a market area for your product. It has good rail, truck, and ship spots to handle incoming and outgoing freight. It is surrounded by adequate parking space for customers, employees, and salesmen. All municipal services are excellent, and the tax rate is low, being administered by rational municipal officials. The unions are responsible and businesslike.

You designed it by defining all of the functions which must be done in your warehouse, allowed some space for expansion, and then built a durable roof over the whole thing. You've used flow charts, plant layout prototypes, and all the modern devices such as draglines, monorails, and two-way radio in laying it out. Finally, if you are community minded, you have made the walls and lawns and shrubbery models for better homes and gardens. Offices are easily reached from the modern highway along which it is located. •

(Resume Reading on Page 58)

MARCH, 1957



MODEL WL4F
Capacity:
4,000 lb.

PACKS TWICE The POWER* OF ORDINARY WALKIES

* 12 volts for normal operation - -
24 volts for extra power!

NEW

RAYMOND

Walkie

BY USING four 6-volt auto batteries (rather than a single 12-volt industrial battery) the Raymond Walkie gives you dual voltage . . . 12 volts for all normal operations, plus a surge of 24 volts for long hauls and for negotiating steep ramps with full capacity loads.

This totally new Walkie offers you other distinct advantages too. For example, 3 separate speeds, forward and reverse . . . an exclusive safety control to protect the operator in tight spots . . . convenient, handle-located operating controls . . . greater maneuverability for working in narrow aisles . . . lighter overall weight without sacrificing capacity or durability.

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13922 Madison St., Greene, N.Y.

Rush me full details on your new RAYMOND Walkie.

☐ Send Bulletin. ☐ Have representative call.

NAME _____	TITLE _____
COMPANY _____	
STREET _____	
CITY _____	STATE _____

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MULTIPLE SHIPPING BOTTLENECK

If you regularly address 5 or more cartons per shipment, you can save money and avoid costly errors by addressing multiple shipments as a by-product of office procedure.

You can prepare STEN-C-LABLS at the same time as your invoice, order or bill of lading, whatever your procedure or equipment—manual or electric typewriters, electric billing or accounting machines, Card-o-type, Teletype or Flexowriter.

Shipping department makes unlimited impressions with STEN-C-LABL Applicator direct to PANL-LABL on carton or to printed gummed labels or tags. All addressing errors, mis-shipments and repetitive writing are eliminated.

Thousands of dollars are being saved by present users.

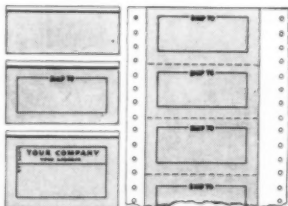
Choose the style that fits into your operation

from these continuous or unit forms available in a large number of different sizes;

Blank STEN-C-LABL to imprint on gummed labels, tags or PANL-LABLS.

Stock "Ship To" STEN-C-LABL direct to carton—No gummed labels.

Special die-impressed STEN-C-LABL includes your name and address—direct to carton.

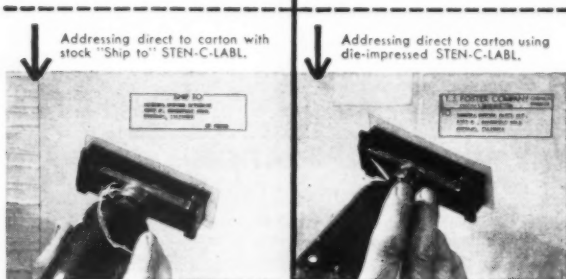


STEN-C-LABLS in continuous form for use in separate writing are available in same styles as unit forms shown.



Addressing direct to PANL-LABL printed on carton

Addressing with blank STEN-C-LABLS on printed gummed labels.



Addressing direct to carton with stock "Ship to" STEN-C-LABL.

Addressing direct to carton using die-impressed STEN-C-LABL.

WRITE TODAY for FREE brochure showing detailed operation and actual installations.

STEN-C-LABL Structure Protected under U. S. Patent No. 2,711,666.

STEN-C-LABL, INC.

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Packaging's Role . . .

(Continued from Page 33)

Cost Reduction

In packaging, as in other areas of physical distribution, the governing factor is cost reduction. The manufacturer who is suffering serious losses through improper packaging looks for the most economical way to solve his problem.

In most lines we can look for increased demands for less expensive packaging materials. It may even reach the point of compromising with quality. This will be particularly hard on those who have built packaging philosophies on a war-time economy.

The pressure of cost reduction is making itself felt in the fields of unit packages and bulk containers. Traffic managers and packaging engineers have learned to balance one hazard for expense against another. Management must be careful, for example, not to go too far in reducing board weight to save on crate material costs. The inferior shipping container may be responsible for exorbitant damage in transit.

It is only dodging the issue to rely on damage claims to compensate for such losses.

Machinery Improvement

Some of the coming economies must stem from developments on the user's package production line. More efficient packaging machinery can be developed in this way.

Many equipment manufacturers have a backlog of unfilled orders for stock models of machines that have been standard for many years. Some of the equipment builders, it is admitted, are somewhat smug about the situation. However, the package machinery buyer himself often is an engineer. His ideas on equipment cannot be treated too lightly for too long.

In several instances prospective machinery buyers, tired of the delay, have engineered and produced their own equipment.

In-Plant Production

In the interest of economy, it is possible that the trend will be to more in-plant production of packages. For some time now a number of large manufacturers have been making their own tin cans, and producing their own cartons and packages.

Some observers feel that this type of operation has reached its maximum. If, however, production units in such fields as paints, lubricants, canned goods, drugs, and insecticides grow larger, we can expect to see more manufacturers making their own packages.

Certain new types of packages lend themselves to in-plant production. Through use of these packages even small manufacturing units are adaptable to in-plant production. Several new in-plant bag-making machines, for example, take a roll-fed

printed plastic sheeting and fabricate heat-sealable bags at high speed. These units are small, compact, and moderately priced.

A new adjustable corrugated container making device has been designed for small firms that use a variety of container sizes. It is priced at a figure that most small concerns can afford.

Case Histories

Better packaging, rather than a hindrance, can be an effective tool in promoting cost reduction. A number of large companies have experienced considerable savings through improved packaging programs.

Socony-Vacuum Oil Co., Inc., stresses simplification and standardization of packages. The program has produced a 10 per cent savings over former packaging costs. After five years of simplification, the company is using 50 per cent fewer package sizes. The goal is a reduction of more than 60 per cent. Variations of printing and lithography have been reduced by 52 per cent.

Socony now keeps all of its packages in the 50-60-lb weight range. This permits one-man handling of all units. Tare weight has been reduced 60 per cent through use of fiberboard. The reduction in tare has produced substantial savings in shipping costs.

Armour & Co., faced with the problem of a sudden shift from bulk handling to pre-packing of meats, is meeting the emergency with new machinery and techniques. As an example, a new vacuum-formed packaging technique has been developed for sliced bacon. The new package retains flavor, freshness, and aroma for 45 days. This is double the company's original goal.

The Buick Motor Division of General Motors is using polyvinyl resin to coat stainless steel and chrome trim for shipping purposes. The plastic coating preserves the product, saves storage space, and is said to boost production from 40 pieces per man hour to 500 pieces per man hour.

National Cash Register has turned to bonded rubber shock mounts and wirebound boxes to pack accounting machines. The new package has reduced shipping weight by 134 lb. Container costs have been reduced from \$37.55 to \$14.95; packaging labor costs have been reduced from \$3.29 to \$2.92; and the average savings on domestic transportation costs is \$3.20.

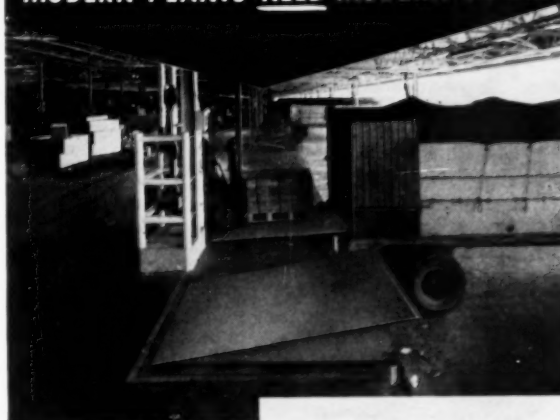
In subsequent articles I intend to outline late developments in containers, chemicals and other protective materials, and packaging tools and equipment. •

(Resume Reading on Page 34)

More About Packaging

Packaging highlight of the spring season will be the 26th National Packaging Exposition, sponsored by the American Management Association. The Exposition is scheduled for April 8-11, in Chicago's International Amphitheatre. Advance registration can be made by writing Clapp & Poliak, Inc., 341 Madison Ave., New York 17, N. Y.

MODERN PLANTS NEED MODERN DOCKS



Plan Ahead

with



FULLY AUTOMATIC DOCKBOARDS

48 HI-LO Automatic Dockboards at Ford Motor Co. Pool Car Terminal Detroit, Michigan

COMPLETELY AUTOMATIC

No dock attendant needed! The carrier automatically adjusts the HI-LO to its bed level the instant it contacts the dock.

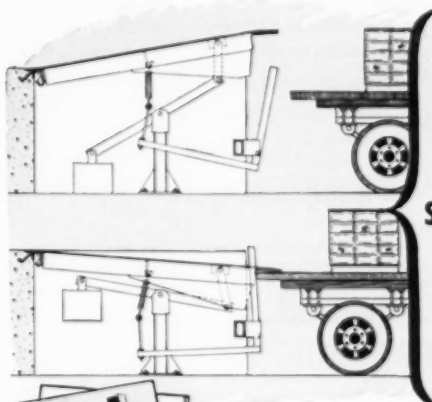
FIRST COST IS ONLY COST

Simple counterweight system. No air, electric, or hydraulic power used. Built to outlive the dock!

PACKAGED OR RECESSED MODELS

Available in lengths to solve all loading problems for new installations or for the modernization of existing facilities.

AUTOMATIC CROSS TRAFFIC LOCK WITH SAFETY STOP PERMITS TRAFFIC ACROSS WIDTH OF RAMP WHEN HI-LO IS NOT IN USE.



THE TRUCK SUPPLIES THE POWER



SEE US — N.M.H.E. — BOOTH 1115

Send for this NEW CATALOG and BLUEPRINT FILE. It's jam-packed with pertinent information concerning the problems of dock loading and automatic dockboards.

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COOKE *personalized* service speeds products to markets—cuts your cost, raises your profits through *individual* solutions to your particular warehousing, transportation and physical distribution problems. 30 years a leader in public merchandise warehousing in the world's greatest distribution center! Unsurpassed in specially-trained personnel, methods, equipment and facilities! Write *today* for detailed brochure.

*when time and money count,
count on*



J. LEO COOKE WAREHOUSE CORP.

JERSEY CITY & TRENTON, N. J.

PENN RR: 140 Bay St. Jersey City 2
Oldfield 3-5080 • Whitehall 3-5090
Whitehead Rd., Trenton 9 • Juniper 7-4646
ERIE RR: 12th & Provost St., Jersey City 2
Oldfield 3-5080 • Whitehall 3-5090

TWX: JC-112



EASTERN REPRESENTATIVES FOR:
North Pier Terminal, Chicago, Ill.
Encinal Terminals, Alameda, Calif.



Two Story Warehouse . . .

(Continued from Page 37)

By carrying the original driver's order from the street and the warehouse release between floors, the airtube system reduces the time required to transmit a long list verbally. The chance of error is reduced.

This process starts as soon as the truck arrives and continues while the truck waits for an "up" elevator. In the basement, the truck has been assigned a waiting position while on one of Midtown's floors employees are moving the first part of the shipment to the loading dock.

Short Waiting Time

Waiting time is usually very short. A truck is often in the elevator five minutes after its arrival at the street-level expeditor's office.

Reaching the floor, the truck backs out of the elevator. The first few cases are ready to be loaded and a fork truck and operator are at work in the stacks gathering the remainder of the order. Location markings, found on the warehouse release, help in speeding this work. In the warehouse, location markings are painted on the ceiling where stacks do not hide them and wheels do not erase them.

A typical truck, which arrived at the building entrance at 8:55 a. m., was loaded with 158 packages totaling 8,156 lb in time to leave the floor at 10:02.

Drivers of trucks making pickups follow the same procedure as the operators of delivery trucks when leaving the building. They drive out to the street and turn in their passes.

Other Freight

Not all movement of freight at Midtown is by straight truck. Tractor trailers are backed from the street into the first floor of the building where there is a loading platform. This same platform is served by several rail tracks which pass under the building.

From this first floor dock, used

by other tenants as well as Midtown, merchandise is carried upstairs by a bank of freight elevators. These are in addition to the truck elevators and passenger elevators.

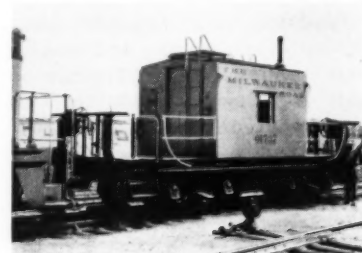
Midtown purchased its first fleet of nine fork lifts in 1940. Since that time, the company has maintained its volume while reducing working time at least 2,040 man hours per week. The original fleet has been replaced with fork lifts of higher capacity to keep up with merchandise being handled. Instead of nine lifts, there now are 13.

Midtown maintains its own full-time maintenance man to service the lift trucks. They are continually rebuilt. Major and minor parts are replaced so long as it is economical. The entire fleet uses an average of 35 to 40 gal of gasoline a day for continuous operation between 8 a. m. and 5 p. m.

Midtown's Manhattan warehouse can handle as much as 130 tons of freight per day with a work crew of 21. •

(Resume Reading on Page 38)

Terminal Caboose



When the Milwaukee Road scrapped its steam locomotives it put to good use many of their tenders. Shop forces converted tenders to snow plows, water carriers for maintenance forces, fuel oil and sand carriers, etc. Some were converted into cabooses that provide office space and shelter on freight trains in terminal service. They were built by stripping the tender to its trucks and cast steel underframe. Then there was erected on the underframe a heavy metal cab fitted with doors and windows and equipped with reversible seats, desk, lamps, fuel oil stove, fire extinguisher, water cooler, and other necessary appurtenances

Private . . .

(Continued from Page 44)

presented to member companies for safe vehicle operation during 1956. Also featured at this meeting was a talk on "The Challenge of Change," presented by J. J. Walsh, of the Ford Motor Co.

Officers are:

President H. O. Mathews, Armour & Co.; Eastern Vice President C. S. Decker, The Borden Co.; Southeastern Vice President George D. Thompson, J. P. Stevens & Co.; Central Vice President Hugo Waninger, Anheiser-Busch, Inc.; Western Vice President George W. Magee, Coca-Cola Bottling Co.; Treasurer Robert C. Hibben, International Association of Ice Cream Manufacturers; Chairman of the Board A. B. Gorman, Esso Standard Oil Co.; and Managing Director James D. Mann.

The Council adopted a resolution opposing the proposed Federal Census of Transportation.

In presenting the resolution to the group, Vice President Thompson explained that the government has the information it wants on ships, planes, for-hire trucks, and railroads. Therefore, a census of transportation would be aimed at private carriage, the area in which it does not have information. So far as its being voluntary is concerned, it was explained, past voluntary censuses have been carried out with a threat that the compulsory provision would be used if information was not volunteered.

Truck and trailer manufacturers and highway equipment users met in a discussion moderated by Robert Cass, of The White Motor Co. Speaking for the manufacturers were S. Colacuori, International Harvester Co.; A. Vance Howe, Fruehauf Trailer Co.; William L. Cook, Diamond T Motor Car Co.; and Henry C. Stricker, Highway Trailer Co. Speaking for the consumers were George Roller, The Hertz Corp.; Walter A. Mackey, C. Schmidt & Sons, Inc.; Terrill; and John Spohn, Oscar Mayer & Co.

(Resume Reading on Page 45)

No Loss of Capital Investment!

Sturdi-Bilt Adjustable Storage Racks* NEVER BECOME OBSOLETE!



Adapt to any situation -- instantly interchangeable for all types of storage --

PALLETS • SKIDS • DIES • BULK

THE SECRET IS EXCLUSIVE

Float Wedge Construction



1. Simply insert Sturdi-Bilt Wedge Lock . . .



2. . . . Into the slots in the factory pre-fabricated upright frame . . .



3. . . . and lock to the horizontal safety support bars.

NO BOLTS, NUTS, TOOLS, WELDING OR SPECIAL LABOR

*U.S. Patent No. 2760650 Other patents pending

Sturdi-Bilt Engineering Company

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It doesn't matter what you store—how much, how heavy or how big—Sturdi-Bilt Racks are *simply* adjusted to meet your need.

No "One Way" storage system here—instead you receive *new* freedom in types of storage, flexibility for variations in size, economy in set-up and use. All this, plus . . .

- Quick erection
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- All parts 100% reusable
- Safe loading of bars up to 8,000 lbs. per pair
- No tools, nuts, bolts or welding
- No cross bracing of any kind
- No special labor needed at any time!

Get the facts—write today
for descriptive booklet No. DA-37

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... Looks to Future

(Continued from Page 45)

maintenance plans and various methods of finance leasing all have their individual advantages. There is no one best plan for all concerned any more than there is any one best plan of distribution. The individual operator has to first decide that he needs the full time service of one or more trucks; the service to be rendered, either local delivery or over the road; whether he wants to buy the vehicle or avoid this investment; and then pick the plan to suit his needs.

Chief advantages of each of the plans are:

Full service leasing has six basic advantages and is the only plan which really relieves the user of all responsibility for his vehicles:

1. No capital investment, thus releasing capital.
2. Cost of equipment predetermined for budgeting purposes.
3. All charges are deductible as costs of doing business, hence the need of maintaining a host of supporting records is eliminated.



YOU reach 'round the World THRU THE PORT of PORTLAND

There are more ships moving . . . more cargo being handled . . . and more men working out of the Port of Portland now than in any maritime year in history. This has not "just happened". Behind this activity is a \$9,300,000 program which is being used for new equipment to expedite cargo more economically . . . rehabilitation of docks . . . and the extension of dockside rail facilities. Illustrated are a few of the modernization projects . . . others are progressing in rapid stride.

"You reach 'round the world when you ship through the Progressive Port of Portland."



Terminal 1 offers the most versatile general cargo and lumber facilities anywhere. Modern equipment expedites handling.

Handling of bulk cargo is a specialty in Portland. Terminal 4, Pier 5 dispatches cargo direct from open stock pile or rail cars directly to vessels.

New seven and one-half million bushel grain elevator now in operation at Terminal No. 4.



Commission of Public Docks
PORTLAND, OREGON

*"The Columbia River
Gateway to the World"*

3010 N.W. Front
Portland 10, Ore.

Thos. P. Guerin
Gen. Mgr.

4. The user is taken out of the automotive business and his personnel released for duties allied directly to his own business.

5. Equipment is kept new and presentable, providing advertising value through good appearance.

6. No capital is tied up in extra trucks used only infrequently.

Plans for *guaranteed maintenance* have the chief advantage of eliminating at least seven problems faced by owners performing maintenance themselves:

1. Investment in tool and service equipment.
2. Investment in shop space and upkeep facilities.
3. Dealing with personnel.
4. Investment in parts inventory and cost of control of parts stock.

5. Difficulties of coordinating truck servicing schedules with use schedules.

6. Keeping detailed accounts of various service costs and parts purchases.

7. Responsibility for reducing trouble on the road through preventive maintenance and the knowing what service is needed and when.

Trucks which have received guaranteed maintenance usually command the highest trade-in or used-truck sales price.

Finance leasing plans are considered to offer certain financial advantages to users over the outright purchase of equipment:

1. Cash-flow advantages sometimes are provided for companies which can then borrow money. Profits on the freed capital may far outweigh the additional expense of leasing rather than buying outright. The total dollar financing cost of a lease may sometimes be higher than borrowed money, but profits on the freed capital may far outweigh the additional expense. This source of cash-flow may be superior to other financing methods.

2. Company balance sheets can omit the value of vehicles under lease.

3. A "true lease" makes possible maximum tax savings.

4. Lease plans require less of a down payment.

The question of tax benefit, comparing leasing to outright or

installment purchase, is not quite clear. A truck user should secure competent tax advice on whether under present laws the advantages to be secured through annual depreciation of owned vehicles might not be more than the advantage referred to under finance leasing plans.

Perhaps more troublesome than either of these financial matters is the question of control over drivers and their attitude toward leased equipment.

Criteria for selecting a leasing company should not be based on the lowest quoted rates, but on its experience and general character, as well as on the experience obtained in the use of its services.

One should be cautious in making cost comparisons. Attempts to convert leasing company charges into a cost-per-mile comparison with company ownership may be confusing. Unless a great many intangible administrative costs involved in company ownership are covered, there is great difficulty in finding a common meeting ground on which to base a comparison. To measure last year's company ownership costs against a leasing company's costs (rates) for future operation is to measure two completely different things. •

(Resume Reading on Page 46)

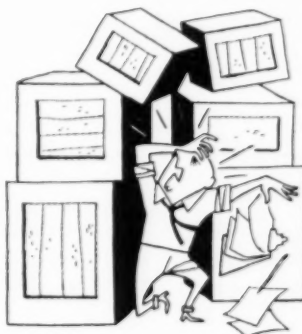
Sea-Going Cement Ship



The latest in automatic bulk materials handling aboard an ocean-going vessel is found on the S. S. Florida State, owned by the Ponce Products, Inc. This converted Liberty ship handles the unloading of bulk cement entirely by air. To convert the vessel, naval architects installed open-type airslides to form the bottom of the cement compartments, four pumps that receive the cement from the airslides and convey it out 10-in. transport lines to on-shore storage silos, and eight rotary compressors that supply compressed air for the pumping operation.

How to diagnose and cure...

PENT-UP PRODUCTION



Tranquelize disturbed distribution--ship via Slick!

SYMPTOMS: Hemmed-in feeling of being crowded by overstocked supplies and unmoved production.

CAUSE: Failure to grapple with today's distribution realities.

CURE: Move your product to your customers quickly with Slick's daily scheduled service. Slick's soothing rates are comparable to surface charges, sometimes even lower! And the Slick minimum charge is only \$1.00.



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A modern truck for modern plants

The Hydro *Lectric*

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Put these modern features to work for you, greater profit at no additional cost.

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LIFT TRUCKS, INC. / CINCINNATI 14, OHIO

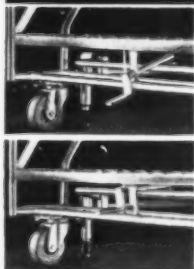
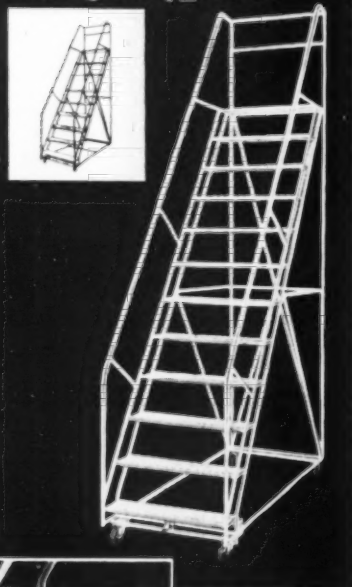


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WORK AT HIGH LEVELS SAFELY...

ON BALLYMORE
"Hi-boy" SAFETY-
STEP
LADDERS

FROM 9 TO 12 STEPS



FOOT-OPERATED BALLYLOCK

Step-on brake casters on front of ladder grip floor . . . prevent ladder from rolling, wobbling or "kicking out." When pedal is released, Ballylock quickly retracts by spring action.

Strong, safe, and easily moved about, Ballymore "Hi-boy" Step Ladders provide sure support at extra-high working levels—up to 15 feet!

All-welded steel construction . . . rust-resistant aluminum finish. Smooth-rolling casters provide complete mobility. Rugged step-on Ballylock extends front legs for firm, stable floor contact.

Four sizes, six models to choose from—each with sturdy handrails. Three types of non-slip tread construction.

Write today for complete specifications to Ballymore Company, West Chester 24, Pa.

BALLYMORE LADDERS



Circle 23 on Card Facing Page 49

Six Million Blouses . . .

(Continued from Page 35)

The need for a change in the order filling procedure was dictated by Judy Bond's expanding volume. In order to find the most efficient solution, a 10-month study was conducted.

Time studies by consulting engineers showed that 75 per cent or more of warehouse employees' time was spent positioning bulk cartons with lift trucks and moving around picking out orders. It also was determined that all customers' size requirements could be broken down into basic half dozen assortments, with only one color of any style packed to a carton.

As a result of these studies, a special conveyor system was designed to eliminate waste motion. It automatically positions desired styles, colors, and sizes in front of order fillers. The fillers need only remove them from the bulk factory shipping containers and place them on a belt. The belt carries them to the packers and to automatic packing equipment.

Push-button Control

The heart of the operation is a push-button console located in the receiving area of the warehouse. It is operated by the same warehouseman who places the original factory shipping containers on a conveyor belt. The unit is an automatic, selective dispatching machine containing an electromagnetic memory. It memorizes the selections in consecutive order and records them for future use.

No punch cards or other secondary manual procedures are needed. When a carton reaches its discharge point, it automatically sets the next selection in motion.

The console has 23 push buttons, one for each order filling rack. As the materials handler places the bulk container of blouses on the conveyor, he pushes the appropriate button to indicate to which rack the container is destined. The container then is carried on the belt to the order

filling racks. These racks are placed side by side, forming a gravity feed table, 22 ft long by 53 ft wide.

When the bulk container reaches the proper and pre-determined rack for the style and color desired, the conveyor automatically stops. The container is mechanically pushed off, down the rack, to where the order filler stands. The container then is turned on its side by a tilt mechanism and the order filler can begin work.

As the container is tilted, the console board automatically records the reduction of one container in the inventory for the rack.

According to management, warehouse employees have reacted favorably to automated order filling. They have come to believe that the savings will enable Judy Bond to grow even faster and provide more employment and more secure employment than heretofore. •

(Resume Reading on Page 36)

Railroad Monster



A 200-ton "monster" capable of lifting more than its own weight is the latest addition to Union Pacific Railroad's equipment fleet. The monster is a diesel-electric railway crane that can lift up to 250 tons. Powered by two 175-hp diesel engines driving a pair of electrical generators, it can move under its own power at a speed of 3 mph, supply air from its compressor for the brake system of a small string of cars, act as a switch engine in an emergency, and set up for heavy lifting operations in about 10 minutes.

DISTRIBUTION AGE

Reciprocal . . .

(Continued from Page 55)

The commodity was wheat, the Commission said that it is, in a traffic sense, the most liquid commodity known in transportation. It is subject to fierce competition in the primary markets and an extremely sensitive rate adjustment. For these reasons the Commission said its action on absorption of switching charges on grain to the markets should be distinguished from action it might take on any other commodity.

Discrimination

Failure of carriers to absorb terminal switching charges at Sioux City, Iowa, up to amounts which they absorb at Omaha, Neb., was found to result in undue prejudice to packers at Sioux City.⁸²

A failure to absorb switching charges from one point while providing for absorption on like traffic from another point, resulting in different line-haul charge for like and contemporaneous services under substantially similar circumstances and conditions, the Commission said would be unjust discrimination.⁸³

Where carriers absorb the full amount of switching charges in competing markets which are on a rate parity and this relationship would be disrupted by proposal to restrict absorption, proposed increases through charges were found not justified.⁸⁴

Commodity Rules

The failure of carriers to absorb the switching charges on one commodity while absorbing such charges in the case of other commodities does not necessarily constitute unlawful discrimination. Discrimination under Section 3 of the Act to be undue and unlawful ordinarily must be such that the prejudice arising out of it is an advantage to the other party. Generally, a competitive relation between the commodities is essential.⁸⁵ Coal and coke are not competitive with other traffic. The ab-

(Please Turn Page)

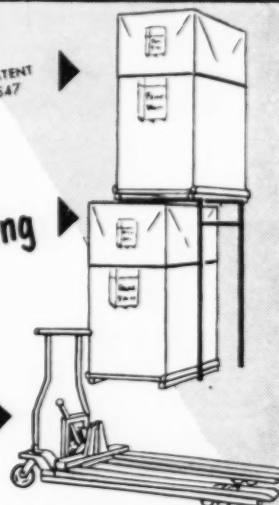
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The MOST COPIED LIFT TRUCK On The Market

EASIEST WALK-IE-TRUCK TO OPERATE AND MAINTAIN EVER!

FINGER TIP CONTROLS INCLUDING DYNAMIC BRAKE TO ELIMINATE "PLUGGING" THE MOTOR GOING DOWN RAMPS, AND "ARTICULATED" CONSTRUCTION ADJUSTS TO UNEVEN FLOORS. STEPS EASILY AND WORKS IN LESS SPACE BECAUSE OF THE DUAL WHEELS & DIFFERENTIAL DRIVE!

HOW ABOUT MAINTENANCE? SNAP THE LATCH AND LIFT OFF THE COVERS—YOU DON'T EVEN TAKE THE MOTOR OUT TO GET AT THE BRUSHES, AND THE DISK BRAKE HAS A SIMPLE SCREW ADJUSTMENT.

WRITE FOR OUR FREE TRUCK INDEX OF GO-GETTER ELECTRIC AND RED GIANT HAND LIFT TRUCKS

REVOLVATOR CO.

"Ship it ROCK ISLAND"
—an oft repeated phrase used by many of America's larger shippers

Rock Island

Reciprocal Switching . . .

(Continued from Preceding Page)

sorption of switching charges upon certain traffic and not upon other is not in itself unduly discriminatory.⁸⁶

It was found that other commodities were not competitive with crushed stone—in certain circumstances switching charges may lawfully be absorbed on some commodities and not on others.⁸⁷ This may be true if the difference in treatment does not place an undue burden upon other traffic.⁸⁸

Like Kind of Traffic

Failure to absorb switching charges on cotton while contemporaneously absorbing such charges on lumber, packing-house products, and dairy products is not unreasonable, discriminatory, or unduly prejudicial. Cotton is not a "like kind of traffic," and record does not establish that these articles are handled under substantially similar circumstances and conditions.⁸⁹

Where no competition was shown between commodities on which switching charges were absorbed and commodities on which they were not, it was held that the treatment was not unduly prejudicial.⁹⁰

Practice of certain carriers of refusing to absorb switching charges on common brick while making such absorptions on other commodities, was found not unlawful when other commodities produce a much higher revenue.⁹¹ Refusal to absorb a greater amount on sand and gravel was not shown to result in undue prejudice. Sand and gravel are low-grade commodities and carriers cannot absorb full amount of switching charges without depleting earnings.⁹²

Restrictions

Proposed restrictions of amount of absorptions by line-haul carriers of charges for switching service on import, export and coastwise traffic, was found not unreasonable, as export and import rates are on a low basis. The small

amounts shippers would have to pay would not result in unreasonable aggregate charges.⁹³

Treating competing industries differently in its absorption practices for a like kind of switching service is unlawful. Where carriers refuse to absorb switching charges for one industry and absorb charges for competing industries for similar services they are guilty of unreasonable practice and unjust discrimination or undue prejudice or both.⁹⁴

Similar Service

Refusal to absorb switching charges to one portion of a switching district while absorbing without a difference in service a like charge for a substantially similar switching service to another portion of the same district results in unjust discrimination.⁹⁵

Carrier's election to absorb the charge for switching to certain elevators while at the same time refusing to absorb in like amount to others similarly situated in the terminal resulted in unjust discrimination and undue prejudice.⁹⁶ Differences in absorption practices between carriers has been held unlawful. Proposed cancellation of absorption by the Oregon Short Line RR of switching charges of the Northern Pacific Ry. at Butte, Mont., while absorbing switching charges of protestant's competitors at Butte, which would result in undue prejudice, was found not justified.⁹⁷

Undue prejudice was caused by complainants having to pay unabsorbed switching charges to an electric line when free switching was rendered competitors located on steam railway lines.⁹⁸

Refusal of line-haul carriers to absorb switching charges of switching line while making deliveries at all other points in and about the terminal was found unreasonable and unduly prejudicial.⁹⁹

Practice of certain carriers of refusing to absorb switching charges of one railroad on transit

grain to the same extent that they absorb those of other railroads, was found unduly prejudicial.¹⁰⁰

Refusal to Switch

Practice of railroads to switch competitive traffic for one carrier while refusing to switch competitive traffic for all other connecting rail carriers was found unduly prejudicial.¹⁰¹

Many obligations of a railroad with respect to reciprocal switching practices are fairly clearly defined. However, a railroad's obligation in other respects is still not clearly set forth. This includes the company's obligation to establish switch connections and permit the use of its terminal where no switch connection exists.

ICC Authority

The authority of the Commission to require this is fully spelled out but has had no real test. It is not likely that this authority will be used extensively because:

1. The relative openness of terminals today has been brought about by the decisions referred to in this series of articles. In addition,

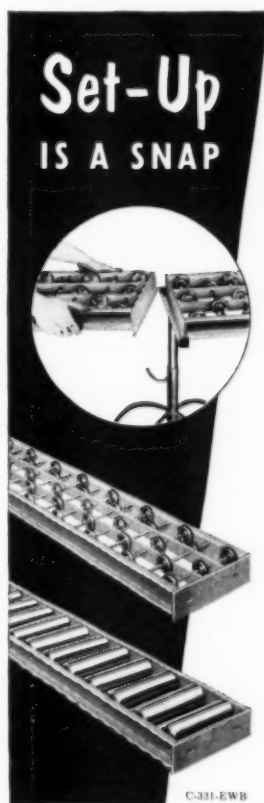
there is a general appreciation by railroads that the maintenance of open terminals is in the railroad's general self-interest.

2. The prospect that compensation will be required in condemnation proceedings probably will deter initiation of action under this law. •

- ⁹² Switching and Other Accessorial Charges, 214 ICC 279.
- ⁹³ Detroit Switching Charges, 28 ICC 494; Switching Absorptions, 47 ICC 583.
- ⁹⁴ Switching at St. Louis & East St. Louis, 120 ICC 216; Mitchell Chamber of Commerce v. CM&STP Ry., 129 ICC 451.
- ⁹⁵ Rochester Switching Case, 95 ICC 30; Switching Rates in Chicago District, 195 ICC 89.
- ⁹⁶ Interchange Switching at Wichita, 61 ICC 205; North Shore Material Co. v. C&NW Ry., 173 ICC 543.
- ⁹⁷ Reciprocal Switching at Chicago, 155 ICC 450; Switching Charges at Texas Points, 197 ICC 513.
- ⁹⁸ Switching Absorptions, 47 ICC 583; Port Arthur Chamber of Commerce v. AT&SF Ry., 136 ICC 597.
- ⁹⁹ Seattle Chamber of Commerce v. GN Ry., 30 ICC 683.
- ¹⁰⁰ Boston Wool Trade Assn. v. Director General, 69 ICC 282; Switching at St. Louis & E. St. Louis, 129 ICC 216.
- ¹⁰¹ Reciprocal Switching at Richmond, Va., 222 ICC 783; Switching at Atlanta, Ga., 266 ICC 414.
- ¹⁰² L&N v. Cincinnati, NO&TP, 201 ICC 25.
- ¹⁰³ Miller Paper Co. v. PRR, 62 ICC 705; City of Sheboygan, Wis., v. C&NW Ry., 227 ICC 472.
- ¹⁰⁴ Switching Charges at Galesburg, Ill., 31 ICC 294; Switching and Absorption at Minneapolis, 61 ICC 646.
- ¹⁰⁵ Detroit Switching Charges, 28 ICC 494; Des Moines Union Switching, 231 ICC 665.

- ¹⁰⁶ Buffalo, R&P Ry. Co. v. Penna. Co., 29 ICC 114; affirmed in Penna. Co. v. U.S., 236 U.S. 351.
- ¹⁰⁷ Oakes Co. v. MStP&SSM Ry. Co., 77 ICC 93.
- ¹⁰⁸ Automatic Gravel Prod. Co. v. Burlington, M&NW Ry., 151 ICC 481; Independent Paper Stock Co. v. Chicago & A., 168 ICC 404.
- ¹⁰⁹ Crown Willamette Paper Co. v. AT&SF Ry., 49 ICC 613; Detroit Board of Trade v. W. Ry. Co., 88 ICC 413.
- ¹¹⁰ Absorption of Switching Charges at Mobile, Ala., 196 ICC 465.
- ¹¹¹ Sioux City Term. Ry. Switching, 241 ICC 53.
- ¹¹² Restrictions of Kansas City Switching District, 146 ICC 438.
- ¹¹³ Absorption of Switching Charges at Fort Worth, 61 ICC 73.
- ¹¹⁴ Chicago Bd. of Trade v. AT&SF Ry., 29 ICC 438.
- ¹¹⁵ Richmond Chamber of Commerce v. SAL Ry., 44 ICC 455.
- ¹¹⁶ Globe Grain & Milling Co. v. AT&SF Ry. Co., 173 ICC 193.
- ¹¹⁷ Detroit Board of Trade v. W. Ry., 88 ICC 413.
- ¹¹⁸ Meridian Traffic Bureau v. AGSRR, 144 ICC 131.
- ¹¹⁹ State Ducks Comm. v. L&NRR, 167 ICC 112.
- ¹²⁰ Illinois Brick Co. v. Director General, 64 ICC 273.
- ¹²¹ Automatic Gravel Products Co. v. BM&NW Ry., 151 ICC 481.
- ¹²² New Orleans Public Belt R.R. Switching & Absorptions, 235 ICC 613.
- ¹²³ Albers Bros. Milling Co. v. GN Ry., 256 ICC 491.
- ¹²⁴ U.S. v. Belt Line R.R., 56 ICC 121.
- ¹²⁵ Detroit Board of Trade v. W. Ry. Co., 88 ICC 413.
- ¹²⁶ Absorption of Switching at Butte, Mont., 204 ICC 6.
- ¹²⁷ Badger Lumber & Coal Co. v. AT&SF Ry., 148 ICC 173.
- ¹²⁸ Boston Wool Trade Assn. v. Director General, 89 ICC 589.
- ¹²⁹ Globe Elevator Co. v. Director General, 55 ICC 587.
- ¹³⁰ Louisville Board of Trade v. L&NRR, 40 ICC 679.

(Resume Reading on Page 56)



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FEATURING "QUICK-EEZ" Coupling

Pick up . . . place . . . in line every time! With both ends the same, BUSCHMAN portable conveyor sections always match. No more swinging . . . no more shifting . . . no damaged hooks. Buschman "QUICK-EEZ" Coupling makes set-up or rearrangement a snap . . . saves time, space, labor . . . yet provides rigid support. Complete line in steel or lightweight aluminum. For conveyor convenience and flexibility, order BUSCHMAN! Immediate delivery from local dealer's stocks.

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MARCH, 1957

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Within the



By Leo T. Parker Legal Consultant, Distribution Age

TRANSPORTATION

Who must pay damages to an employee injured changing a tire on truck rented from a corporation?

Recently a reader wrote, as follows: "We had a truck driver seriously injured when he was changing a tire on a truck which we rented from a corporation. My question is: Who must pay damages or compensation to this injured employee?"

See *D— v. T— Co.*, 119 N. E. (2d) 554. The testimony proved these facts: A man named B— owned a truck. He hired one D— to drive the truck which B— leased to the T— Co. One day D— was injured when repairing a flat tire in which the rim blew off, striking his side and head. D— applied for compensation under the State Workmen's Compensation Act. The legal question was: Who must pay the compensation?

After considerable litigation the higher court held that the T— Co. was liable for payment of compensation because its officials controlled and directed D— what work to do. In this respect, the court said:

"There is nothing to indicate that D— did anything other than operate a motor truck under the dominion, supervision and control of the T— Co. in the transportation of goods."

What is the duty of a truck owner to prevent merchandise falling from a truck causing injury?

An official of a large trucking corporation asked: "What is the lawful duty of the owner of a motor truck to prevent articles, merchandise and the like falling from the truck and causing injuries to drivers of passing automobiles?"

The courts consistently hold that all owners must frequently inspect their motor vehicles, and make them reasonably safe. Failure to do so is negligence, which results in liability

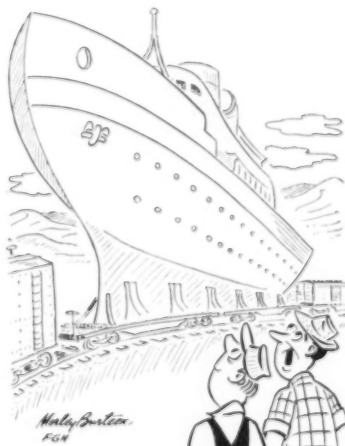
although the dangerous condition or defect is unusual.

In *A— Freight Lines v. H—*, 220 Fed. Rep. (2d) 272, it was shown that one H— was seriously injured when a chunk of ice fell from the top of a passing motor truck and struck the windshield of his automobile.

In subsequent litigation the higher court awarded H— \$16,356 damages from the owner of the motor truck and said:

"Falling of piece of ice from top of a tractor-trailer onto passing vehicle during winter was foreseeable, and therefore it was actionable negligence to permit ice to accumulate on top of the tractor-trailer."

Other higher courts have held that owners of motor trucks are not liable in damages to occupants of passing automobiles who are injured by articles falling from passing motor trucks, if the testimony shows that employees of the motor truck owner used reasonable care to tie or secure the article on the truck and through unforeseen reasons and circumstances



"Don't you think that's carrying this piggy-back idea a little too far?"

the article became dislodged or loosened from the truck.

WAREHOUSING

Is warehouseman liable for loss of stored goods by fire not caused by his negligence?

Recently the writer attended a convention of warehousemen. Several members presented a legal question, as follows: "A few months ago you stated in *DISTRIBUTION AGE* that a warehouse corporation which advertises a "fireproof" warehouse is liable if the warehouse building burns. Is the warehouse corporation always liable for damages to the owners of destroyed goods?"

I have located a new higher court decision which modifies the law on this subject.

In *G— v. C— Warehouse Co.* 263 Pac. (2d) 252, the testimony showed facts as follows:

One G—, upon his entrance into military service, through a newspaper advertisement contacted a warehouse company by mail concerning the storage of his household goods. Pursuant to this correspondence, the warehouse company's employees went to S—, loaded the goods and hauled them to the warehouse. Up to this time neither G— nor his wife had ever been at the warehouse.

Several days later the warehouse company mailed its "Warehouse Receipt and Contract" to G—. On this printed form were the words, "Fireproof Warehouse." The form provided that the warehouse company will be responsible for exercise of ordinary diligence and care; but "not responsible" for loss or damage to said goods caused by moth, fire, rust, deterioration, Acts of God, or other causes beyond its control.

One Sunday morning the warehouse was intentionally set on fire by an 11-year-old boy. It, together with its contents including G—'s goods in storage, was destroyed.

G— sued the warehouse for the (Please Turn to Page 111)

Mills Elected President By Indiana Movers Group

Ronald Mills, of Nunley-Gardner, Inc., was elected president by Indiana Household Movers and Warehousemen, Inc. at a recent meeting in Indianapolis.

Other officers elected are Ed Kettler, Fort Wayne, vice president; Fred Smith, Indianapolis, secretary-treasurer; and Fred Wiecking, executive secretary.

—DA—

Warehouse Briefs

The North Atlantic Chapter of the National Assn. of Refrigerated Warehouses held a two-day convention in Washington, D. C., recently. Legislation dealing with secondary boycotts, area-wide bargaining, and states' rights were discussed.

Bekins Van and Storage Co. has announced plans to build two new warehouses in Arizona. They will be located in Phoenix and Tucson.

Twenty acres of land has been purchased by Allied Van Lines, Inc., in Tarrant County, Texas, for a new truck terminal. The site is midway between Dallas and Fort Worth.

Wolverine Storage Co., of Detroit, Mich., a public merchandise warehouse facility owned by the Joyce Brothers of Chicago, has joined Allied Distribution, Inc.

Ten agents of United Van Lines in the Los Angeles area have joined to establish a sales office in the southern California city.

Paul Arpin Van Lines, Inc., of Providence, R. I., has announced the opening of a branch office and warehouse in Jacksonville, Fla.

Haslett Warehouse Co. has now opened its recently constructed one-story warehouse in Oakland, Calif.

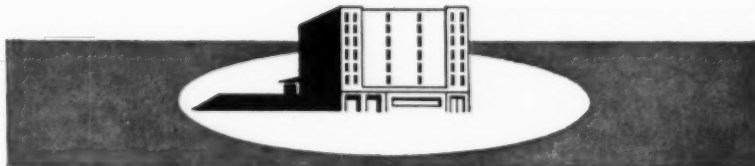
Abilene Moving and Storage Co., Inc., has purchased five acres in Abilene Plaza, a planned industrial district, for erection of a new warehouse.

Arctic Cold Storage Co., Philadelphia, recently converted two freezer rooms exclusively for imported frozen merchandise in bond. This is in addition to bonded cooler space.

North American Van Lines, Inc., is participating in a joint tariff with Riddle Airlines, Inc. and Aerovias Sud Americanas, Inc., for transportation of household goods between the United States and Central America, Cuba, Puerto Rico, and South America.

The Roederer Transfer and Storage Co., of Davenport, Iowa, celebrated its 30th anniversary on Tuesday, Feb. 26, with a dinner for its employees and their families.

Warehouse SPOTLIGHT



Southwest W&TA Elects Stoune

The Southwest Warehouse and Transfermen's Association, meeting recently, elected Carl Stoune, of Central Forwarding Inc., president. Other officers are: Jim S. Porter, Commercial Warehouse Co., first vice president; John K. Dozier, Houston Terminal Warehouse and Cold Storage Co., second vice president; Ben B. Johnston, Johnston Storage Warehouse, Inc., treasurer; George Wells, OK Storage and Transfer Co., Arkansas vice president; James C. McClure, Nationwide Moving and Storage Corp., Louisiana vice president; Carlos J. Hogue, Albuquerque Moving & Storage Co., New Mexico vice president; and John S. Gillis, Gillis-Hood Security Warehouse, Inc., Oklahoma vice president.

—DA—

The Mayflower Warehousemen's Assn. has moved to new office quarters. The address: 810 Guaranty Building, Indianapolis 4, Ind.

—DA—

Rollins New President Of Wichita Warehousemen

Wayde L. Rollins, of Atherton Transfer & Storage Co. Inc., was elected president of the Wichita Mover's and Warehousemen's Association at its recent meeting.

Other officers are: John Macey, of Red Ball Transfer & Storage Co., vice president; Dave Bush, of Grey Transfer & Storage Co., secretary-treasurer; Victor Paulen, Southwest Transfer & Storage Co., director; and Thomas Drake, United Van Lines Inc., director.

Men in the Spotlight



Robert H. Daut—named to the Board of Directors of Harbor-side Warehouse Co., Inc., Jersey City, N. J.

W. Richard Helstrom and **C. Richard Shirk**—named director of safety and general claims manager, respectively, by North American Van Lines, Inc.



E. J. Flavin (left)—promoted to assistant to the president and **Walter W. Linder**—promoted to comptroller and acting general manager of Allied Van Lines, Inc.

Karl W. Roth—becomes president of Sloan's Moving and Storage Co., St. Louis, Mo.

Daniel P. Bryant—elected president of Bekins Van and Storage Co. **Milo W. Bekins**—elected chairman of the board. **Herbert B. Holt**—becomes vice chairman of the board and chairman of the executive committee. **Milo Bekins, Jr.**—named assistant general manager.

Robert J. Lamneck—Appointed eastern representative for Affiliated Warehouse Companies.



Don E. Coats—has joined the sales organization of Mayflower Warehouses in Dallas, Texas.

Gordon Scott—becomes assistant to the president of Republic Van and Storage Co.

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- Fully-bonded Warehouse
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- 14 Loading Docks
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General Merchandise Storage and Distribution

Pool Car Service a Specialty—Motor Truck Service

Centrally Located—Free Switching from All R.R.s

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SECURITY BONDED WAREHOUSE

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SERVING
S.E. Alabama
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Receiving—STORAGE—Handling.
Motor Freight Service to all points.
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- 20 Car Capacity


Consign shipments via S.F. — S.P.

Storage and Nationwide moving of household goods.

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Member of AWA.



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ALAMEDA, CAL. **COMPLETE WESTERN DISTRIBUTION**

On San Francisco Bay



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BEKINS WAREHOUSING CORP.

Since 1891

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10 Car Siding on A.T.&S.F. Railway
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Star Truck & Warehouse Co.

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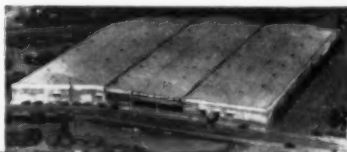
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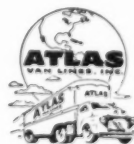
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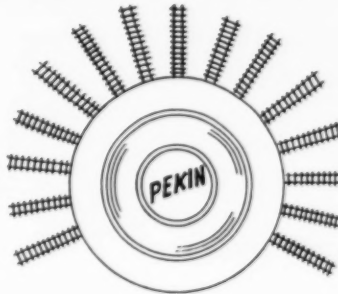
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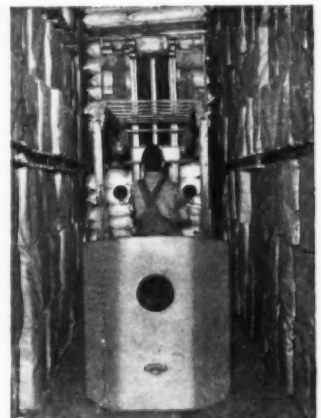
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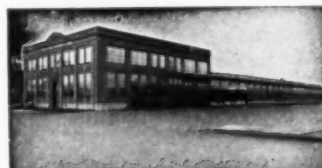
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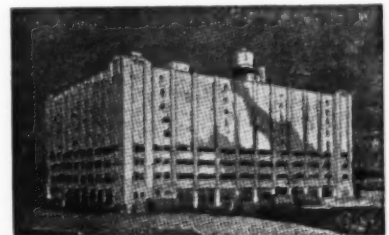
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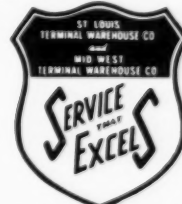
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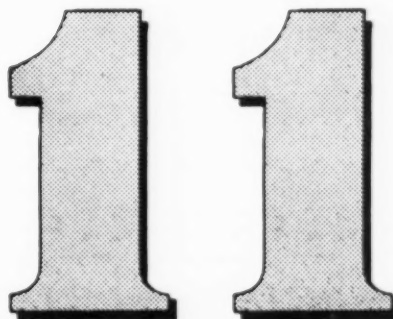
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61 West Georgia Avenue, Memphis 5, Tenn.

Owned and Operated by the ST. LOUIS TERMINAL WAREHOUSE CO. ST. LOUIS MO

MEMPHIS *Best of Service!*

250,000 sq. ft. IC, MP, FRISCO.
Every desired warehousing service.

OVERMYER WAREHOUSE COMPANY
36 W. CALHOUN *Phone: JA 6-4252*

Member of S. C. W. H. R. I. May 11

MEMPHIS, TENN. *W. H. DEARING, President*

POSTON WAREHOUSES, INC.
Established 1894

671 to 679 South Main St., Memphis 2

Insurance Rate \$1.20 per \$1,000 per Annum. Distribution a Specialty Merchandise storage, dependable service, free switching. Local cartage delivery. Illinois Central and Cotton Belt Railway tracks. Automatic sprinkler. A.D.T. watchmen.

MEMPHIS, TENN. *J. W. HULL, Pres.*
S. A. GODMAN, V. P. & Gen. Mgr

UNITED WAREHOUSE & TERMINAL CORP.

Warehouse No. 1 *Warehouse No. 2*
137 E. Calhoun Ave. *138-40 St. Paul Ave.*
MEMPHIS, TENNESSEE

Storage (Mdse.)—Pool Car Distribution—Local delivery service—Office Space. In the heart of the wholesale district and convenient to Rail, Truck and Express terminals. Eight car railroad siding—(N.C.&ST.L. and L&N.)—Reciprocal switching A.D.T. Service. Represented by Distribution Service, Inc. Member of A.W.A. and M.W.A.

MEMPHIS, TENN.

VAIDEN WAREHOUSE
693-699 So. Main St., Memphis 2, Tenn.

Merchandise Storage

Brick, Concrete, Sprinklered Warehouse, ADT Automatic fire alarm. Private siding: Ill. Central, St.L. & SW RR. Consign shipments via any RR. Pool car distribution Branch office facilities.

Member Southeastern Assn.

NASHVILLE, TENN.

**MERCHANDISE WAREHOUSING
POOL CAR DISTRIBUTION
SINGLE STORY OPERATION
FULLY MECHANIZED
SPRINKLER & ADT PROTECTION
LOW INSURANCE RATES**

Members of
American Chain of Warehouses Inc., American Warehousemen's Association, Southeastern Warehousemen's Association, National Furniture Warehousemen's Association, Allied Van Lines, Inc.

BOND, CHADWELL CO.
Alpine 5-2738 *NASHVILLE 1, TENN.*

NASHVILLE, TENN. *2605 Charlotte Ave., Nashville 1*

Central Van & Storage Co.

MERCANTILE AND HOUSEHOLD STORAGE
WAREHOUSE STOCK and POOL CAR DISTRIBUTION
Automatic Sprinkler System—Centrally Located

AMARILLO, TEX.

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General Offices 901 Grant St.

Member of S. C. W. H. R. I. May 11

Mdse. Stg. & Distr. *Household Goods*
Whse #2 *Whse #1*
901 Grant St. *108 Taylor*
Santa Fe Private Siding *FW&DC Railway*

Amarillo's Most Modern Fireproof Constructed Warehouse

AMARILLO, TEXAS

ARMSTRONG TRANSFER & STORAGE CO., INC.



P. O. Box 1860
Merchandise Storage & Distribution
Household Goods Storage,
Long Distance Operators

Members: A.W.A.-A.C.W.-N.F.W.A.-S.W.T.A.
Agents—Allied Van Lines



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SINCE 1875**

Our 82nd Year Gus K. Weathered, Pres. C. E. Bradley, Vice-Pres.



Modern Fireproof Construction—Office Displays,
Manufacturers, and Warehouse Space.

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Chain of Warehouses, Southwest Warehouse
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Allied Van Lines, Inc., Agent.

Dallas Transfer
TERMINAL WAREHOUSE CO.
2ND UNIT SANTA FE BUILDING

DALLAS, TEXAS

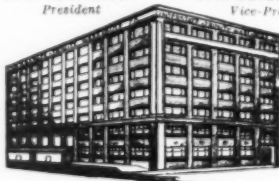
**INTERSTATE-TRINITY
WAREHOUSE COMPANY**

Merchandise
Storage and
Distribution

★
Household
Goods Storage
Moving &
Packing

★
Long Distance
Hauling

301 North Market St. • Dallas 2, Texas
R. E. ABERNATHY J. A. METZGER
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Member American Warehousemen's Assn.

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EL PASO TERMINAL WAREHOUSES, INC.



A COMPLETE SERVICE IN
MERCHANDISE STORAGE AND
DISTRIBUTION SINCE 1911

NORMAN W. NABLO
Pres. & Gen. Manager
421 Frederick St.



EL PASO, TEXAS

"Bankers of Merchandise" "Service With Security"

International Moving & Warehouse Co.

1601 Magoffin Ave.

Inc. in 1920

El Paso, Texas



Lowest Content Insurance Rate
Fireproof Storage of Household Goods, Autos & Merchandise,
State and Customs Bonded. Private Trackage—T. & P.
and So. Pac. Rys. Pool Car Distribution—Motor Truck Service.
Members—NFWA—SWTA—Agent for AVL.

Represented by

CHICAGO • ALLIED DISTRIBUTION INC.
201 S. MICHIGAN AVE. WILSON 7-1001

NEW YORK •
10 WEST 110TH ST.
PL 11-0901

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In Fort Worth It's Binyon-O'Keefe

MERCHANDISE STORING—POOL CAR DISTRIBUTION
Our modern Centrally located warehouse is completely equipped to serve
you with over 200,000 sq. ft. of merchandise and household storage space
MOVING—STORAGE—PACKING—SHIPPING



Since
1875

**BINYON-O'KEEFE
STORAGE CO.**

Since
1875

800 Calhoun St., Fort Worth 1
Associated with Distribution Service, Inc.



FORT WORTH, TEXAS

Complete Mechanized
Service

Merchandise Storage—Pool Car Distribution



Centrally Located
to Wholesale Trade

Adequate Truckage, Doors and Docks

**FORT WORTH WAREHOUSE
& STORAGE CO., INC.**

* L. C. ABBOTT, President and Gen. Mgr.

POOL CAR DISTRIBUTION MERCHANDISE AND HOUSEHOLD GOODS STORAGE



**JOHNSON
STORAGE & VAN CO.**
201 W. VICKERY Edition 2-3201
FORT WORTH, TEXAS



NOW... IN FORT WORTH
COMPLETE WAREHOUSING FACILITIES
NEW MODERN
ONE STORY BUILDING
Completed June '55



**UNITED
STATES
COLD
STORAGE**

- MERCHANDISE STORAGE
- AIR CONDITIONED STORAGE
- COLD STORAGE

1101 N. E. 23rd St. FORT WORTH MARKET 6-8246

HOUSTON, TEXAS

"Service with Reliance"

AMERICAN WAREHOUSES, INC.

P. O. Box 1772 • 1918 Collingsworth • Phone: Capitol 8-4381

One Floor—Car Level—330,000 Square Feet—Fully Sprinklered. A.D.T.—
Adequate Truck and R. R. spots. Member A.W.A. & S.W.T.W.A.

New York 36, Murrayhill 2-8927 Chicago 2, Ill., State 2-5180
Linne Johnson, 36 W. 44th St. • Walter P. Taylor, 105 W. Madison St.

HOUSTON, TEXAS

New Location—Improved Facilities

BETTER WAREHOUSING IN HOUSTON

Our new warehouse is 800 feet long by 250 feet wide with car spot on
the Mo. Pac. R.R. for 20 cars at one time. Plenty of truck dock space
with wide area to maneuver trucks and trailers.

This modern one-story property with high ceilings and unlimited floor
load capacity is fully equipped with modern materials handling apparatus.

HOUSTON CENTRAL WAREHOUSE and COLD STORAGE CO.

800 Middle Street HOUSTON 1, Texas

HOUSTON, TEXAS

Houston Terminal Warehouse & Cold Storage Company

701 No. SAN JACINTO ST., HOUSTON 2

General Storage Cold Storage U. S. Customs Bonded

A. D. T. Service Pool Car Distribution

Office Space Display Space Parking Space

Lowest Insurance Rate

New York Representative
Phone YUkon 6-7722

Chicago Representative
Phone HARRISON 7-3688

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In Houston Its...

HOUSTON Warehouse Service
INCORPORATED
905 Live Oak Street
And For Pool Car Distribution

HOUSTON Freight Service
INCORPORATED
2121 Congress Avenue
A COMPLETE WAREHOUSE & DISTRIBUTION SERVICE

HOUSTON, TEXAS

PATRICK TRANSFER & STORAGE CO.
1117 VINE STREET, HOUSTON 2
Merchandise and Household Goods Storage
Pool Car Distribution
Sprinklered—A.D.T. Watchmen
Shipside and Uptown Warehouses
A Fisher G. Dorsey Interest
Member of N.F.W.A.—State and Local Ass'ns.

HOUSTON, TEXAS

A. C. "SPARK" CARTER
Owner & Manager

TEXAS SERVICE WAREHOUSE COMPANY
702 & 710 Pine Street
Private Rail Sidings — All Houston Railroads
General Merchandise — Storage and Distribution
Sprinklered Throughout A.D.T. Supervisory Service

HOUSTON, TEXAS

UNION TRANSFER & STORAGE COMPANY
HOUSTON MERCHANDISE MART
2202 Nance Street P. O. Box 305
SPRINKLERED THROUGHOUT—SUPERVISED BY A.D.T.
MOST MODERN FACILITIES IN SOUTHWEST
OFFICES YEAR AROUND AIR CONDITIONED
MERCHANDISE STORAGE EXCLUSIVELY
A FISHER G. DORSEY INTEREST

HOUSTON, TEXAS

UNIVERSAL TERMINAL WAREHOUSE CO.
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Merchandise Storage—Pool Car Distribution—Drayage Service
A.D.T. Central Station Automatic Supervisory
Sprinkler, Waterflow, and Fire Alarm Service
Watchmen, U. S. Customs Bonded, Office Space
Represented in all principal cities by
UNIVERSAL CARLOADING & DISTRIBUTING COMPANY
Division of
UNITED STATES FREIGHT CO.
Members State and Local Associations

HOUSTON, TEXAS

Member: A.W.A.—S.W.&T.A.—M.W.A.

WALD TERMINAL WAREHOUSE CO., Inc.
3 Bonded Warehouses—175,000 Sq. Ft.
902-920 Live Oak St., Houston 1, Texas
Established 1914
MERCHANDISE STORAGE • POOL CAR DISTRIBUTION
Represented by: Distribution Service, Inc.
New York—Chicago—San Francisco
EXPERIENCE • SERVICE • RESPONSIBILITY

HOUSTON, TEXAS

BENJ. S. HURWITZ, Pres.

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Transfer and Storage Co., Inc.
2205 McKinney Ave., Houston 1
Since 1883
Merchandise & Household Goods Storage—Pool Car Distribution—
Lift Van Service—20 car lengths of trackage.
Warehouses—A.D.T. Automatic Fire and Burglary Protection
Members N.F.W.A.
Agent for Allied Van Lines, Inc. State and Local Assn.

WICHITA FALLS, TEXAS

POOL CAR DISTRIBUTION
Since 1920
Spot stocks of Grocer Lines a Specialty
TARRY WAREHOUSE & STORAGE CO.
Wichita Falls, Texas
Members: SW&TA—NFWA—AFL

SALT LAKE CITY, UTAH

CENTRAL WAREHOUSE
520 West 2nd South St., Salt Lake City 1
Fireproof Sprinklered
Merchandise Storage
Pool Car Distribution Office Facilities
Member A.W.A.

HAMPTON, VA.

Serving Tidewater Virginia

BROOKS TRANSFER & STORAGE CO., INC.
1928 W. Pembroke Ave.
40,000 sq. ft. floor space. Low insurance rates. Mdse. warehousing and distribution. Private railroad siding. Pool car distribution. Freight truck line. Household goods stored, packed, shipped. Van service to all states.
Member: UNITED VAN LINES
NATIONAL FURNITURE WAREHOUSEMEN'S ASSO.

NORFOLK, VA.

Fine Warehousing Since 1911

Security Storage and Van Co.
500-530 FRONT STREET
COLLECTIONS • POOL CARS • DISTRIBUTION
MOTOR VAN AND LIFT VAN SERVICE
Member—Nat'l. F.W.A.—Allied Van Lines

NORFOLK, VA.

Established 1892 Phone: MADison 2-2619

SOUTHGATE STORAGE CO., INC.
SOUTHGATE TERMINAL
P. O. Box 840
MERCHANDISE STORAGE
• Fully Mechanized and Palletized • Centrally Located
• Pool Car Distribution • Private Trackage
• Custom Bonded Space • Local Truck Delivery Service
• Negotiable Receipts
Represented By American Chain of Warehouses
NEW YORK CHICAGO
360 Park Ave. 53 W. Jackson Blvd.
YUkon 6-7722 HARRISON 7-8888

RICHMOND, VA.

79 Years of Continuous Service

BROOKS TRANSFER & STORAGE CO., INC.
1224 W. Broad St.
3 storage warehouses 81,000 sq. ft. floor space. Low insurance rates. Mdse. warehousing and distribution. Private railroad siding. Pool car distribution. Freight truck line. Household goods stored, packed, shipped. Van service to all states.
Member: UNITED VAN LINES
NATIONAL FURNITURE WAREHOUSEMEN'S ASSO.

ROANOKE, VA.

OLD DOMINION
STORAGE WAREHOUSE, Inc.
2502 Patterson Ave., S. W. Roanoke, Va.
GENERAL MERCHANDISE STORAGE
POOL CAR DISTRIBUTION
FIREPROOF BUILDING
LOW INSURANCE RATES
PRIVATE SIDING N. & W. R. R.
AMPLE TRUCK DOCKS
COMPLETELY PALLETIZED
The Most Logical Distribution Point for
Virginia, West Virginia, North Carolina
and Tennessee

ROANOKE, VA.

Agent: Allied Van Lines, Inc.

PITZER TRANSFER, STORAGE & FUEL CORP.

403-411 W. Salem Ave., Roanoke 5

Capacity 500 Cars
Private RR Siding

Automatic Sprinkler
Accurate Accounting

Represented by: American Chain of Warehouses, Inc.



We make a specialty of Storage and Pool Car Distribution for Agents, Brokers and General Merchandise Houses.

TACOMA, WASH.

Member AWA, NFWA

PACIFIC STORAGE, Inc.

1721 JEFFERSON AVE., TACOMA 2

Complete facilities—5 locations including 2 on waterfront—special arrangements for serving Alaska—pool car distribution—local cartage—customs bonded—Agents Allied Van Lines.

YOU CAN SAVE MONEY BY USING TACOMA



SEATTLE, WASH.

TAYLOR-EDWARDS WAREHOUSE & TRANSFER CO., INC.

1020 Fourth Avenue South

Seattle 4

WAREHOUSING • DISTRIBUTION • TRUCKING

Represented By
DISTRIBUTION SERVICE, INC.
New York—Chicago—San Francisco

SPOKANE, WASH.

COMMERCIAL WAREHOUSING, LOCAL CARTAGE

Complete commercial warehousing and drayage services, jobbers offices, only 1 block from main retail area. 75,000 sq. ft., priv. siding, N.P.

Leroy Pease, Mgr.
South 124 Wall St. Riverside 6189

LET LYON GUARD YOUR GOODS



NFWA

AWA

GREEN BAY, WIS.

ESTABLISHED 1903

LEIGHT TRANSFER & STORAGE CO.

1401-55 S. STATE ST. • GREEN BAY • WIS. •



Merchandise Storage
Pool Car Distribution
Transit Storage
Household Goods Storage
Heated—Unheated—Yard Storage
Waterfront Facilities
Stevedore Services

U. S. Customs, State and Public Bonded
70 Car Track Capacity
Modern Handling Equipment
Private Siding on C&NW CMS&P, G&W Lines
Reciprocal Switching all lines

Complete local and over-the-road truck services with 70 units of all types of equipment, including low-bed trailers, winches and cranes.

AERO-MAYFLOWER MOVING AND STORAGE

SPOKANE, WASH.

TAYLOR-EDWARDS WAREHOUSE & TRANSFER CO., INC.

800 N. Hamilton St.

Spokane 11

WAREHOUSING • DISTRIBUTION • TRUCKING

Represented By
DISTRIBUTION SERVICE, INC.
New York—Chicago—San Francisco

MADISON, WIS.

2302 Darwin Road

Phone Cherry 4-6255

HANSEN STORAGE

OF MADISON, INC.

MODERN ONE STORY OPERATION

Fork Truck Handling . . .

(Continued from Page 41)

of the available sections. It also is his responsibility to record accurately the exact location of each load.

Items Mixed

Instead of setting aside a particular section for a single commodity, a given item may be found any place in the warehouse. It was found shortly after the warehouse opened, that reserving an area for each item caused confusion and slowed operations considerably.

Under the old system an incoming shipment of corn might fill the bay set aside for corn and the overflow would have to be stored in the soap section. Then, there being no room for soap, this item would have to be stored elsewhere, resulting in an uncontrolled scattering of merchandise. The new method of storage has proved speedy and highly efficient.

Accurate records make it pos-

sible to tell at a glance the exact location of any pallet load and where the oldest merchandise of each type is located.

Three fork trucks are used to keep the order selection area supplied. When an item is nearly depleted, the following steps are taken:

The operator of one of the

New West Coast Plant



This \$5 million plant will be built in Santa Ana, Calif., by Standard Pressed Steel Co. The exterior of the 280,000-sq ft plant—scheduled to be completed in early 1958—will consist primarily of tinted-green aluminum curtain walls and continuous ribbons of window sash

trucks used for filling the order picking line goes to the record to find where the oldest merchandise is stored. He drives directly to the section, picks out the correct pallet load with the help of the coded tag, and delivers it to the order selection area.

Order picking is done by operators who load merchandise onto four-wheel trucks which are pushed. When the order is complete, operators working near the dock push their trucks out.

In other cases, hand trucks are pushed to a main aisle where they are made up into a train and moved to the dock by a tractor.

The benefits obtained from an industrial truck handling system are threefold: first, rapid unloading, storage and shipping of merchandise; second, maximum utilization of all available storage area; and third, good rotation of stock.

Added to this is the effective service and prompt deliveries to the company's many retail outlets.

(Resume Reading on Page 42)

and Firms are Arranged Alphabetically

MILWAUKEE, WIS.

Private Phone: BRoadway 1-8930

AMERICAN WAREHOUSE CO.



General Office—525 E. Chicago St.

3 Clean, Well-Equipped Warehouses
Pool Car/Truck Distribution Specialists

Customer Preference—Our Best Reference

Private Siding: C & NW Ry.
3rd Ward Dist.



MILWAUKEE, WIS.

Flagstone 1-4673

BAY-NEL TERMINAL

3119 W. Mill Rd.

Milwaukee 9, Wisc.

Warehousing — Distribution — Private Rail Siding
Modern One Story Building

HANSEN STORAGE CO.
124 N. JEFFERSON ST.
MILWAUKEE, WIS.
WISCONSIN'S LARGEST AND MOST MODERN
AFFILIATE — HANSEN STORAGE OF MADISON INC.

National Warehouse Corp.

MILWAUKEE'S FINEST



A SOLID BLOCK OF RESPONSIBLE WAREHOUSING

ALSO LEASE RENTALS OF WHOLE BLDGS. OR PARTS

SO. WATER & E. BRUCE STREETS

MILWAUKEE, WIS.

—Phone Marquette 8-7091

TERMINAL STORAGE CO.

100-112 W. Seeboth St.

Milwaukee 4, Wisconsin

Cooler, Freezer and General Merchandising Storage
Deep Water Dock, Private Siding
on C.M.St.P. & P.R.R.

SHAWANO, WIS.

Modern Building, Reinforced Concrete Construction

SHAWANO TERMINAL WAREHOUSE

120 E. Richmond Street

Shawano, Wisconsin

General Merchandise Storage

LOW INSURANCE RATES

POOL CAR DISTRIBUTION

Licensed and Bonded. Private Siding Chicago & Northwestern R.R.
Member W.A. W.A.

TORONTO, ONT.

Established 1913

TORONTO'S LARGEST

Merchandise Storage and Distribution Specialists



HOWELL WAREHOUSES LIMITED

Head Office: 222 FRONT ST. EAST TORONTO 2, CANADA

Telephone: EMpire 4-0111

Member of Canadian Warehousemen's Association

TORONTO, ONTARIO TERMINAL WAREHOUSES LIMITED

1,000,000 Square Feet

Merchandise Storage

Refrigerated Storage

Office Space

Stevedoring

Rail Siding

Fireproof

Field Warehousing

Cartage

Free Switching

Lowest Insurance

207 Queen's Quay - EM: 3-3411



TORONTO, ONT.

ENQUIRIES INVITED

TORONTO STORAGE CO. LIMITED

(Established 1916)

3/16 Berkeley St.

Toronto 2, Ont.

General Merchandise—Bonded & Free

1,500,000 cubic feet. Sprinklered.

Private Siding. Efficient Loading Facilities.

Company Owned Trucks.

Members of Canadian Warehousemen's Association.

"Our Clients do the selling—we do the rest."

MONTREAL, QUE.

St. LAWRENCE WAREHOUSE INC.



1-VAN MORNE AVENUE, MONTREAL, CANADA

200,000 SQ. FT. OF MODERN FIREPROOF SPACE LOCATED

IN THE EXACT CENTER OF THE CITY OF MONTREAL

Canadian Customs Bonded. Private Siding — 8 Car

Capacity — Free Switching — All Railroad Connections.

Represented by

ALLIED DISTRIBUTION, INC.

CHICAGO, ILL. NEW YORK, N. Y.

Within the Law . . .

(Continued from Page 80)

full value of his destroyed goods on the grounds that the warehouse company was responsible because in newspaper advertisements and, also, in the warehouse receipt, the building was asserted to be fireproof.

During the trial the testimony showed that G— had not read the newspaper advertisements proclaiming the warehouse to be fireproof before he delivered his goods to the warehouse company for storage. Therefore, the higher court held the

warehouse company not liable to G— for the value of his destroyed goods, and said:

"In support of his position plaintiff (G—) contends that defendant (warehouse company) represented the warehouse to be fireproof when, in fact, it was not, and which fact was unknown to plaintiff."

With respect to the warehouse receipt which G— received through the mail several days after the warehouse company had accepted the

goods for storage, and which stated that the warehouse building was fireproof, the higher court said:

"There is nothing in the evidence to indicate that plaintiff relied upon the words 'Fireproof Warehouse' in the receipt and contract mailed to him. Their household goods had already been stored in the defendant's warehouse prior to the time he received the form in the mail. Furthermore, the receipt and contract specifically stated, that defendant (warehouseman) was not responsible in case of fire or other causes beyond its control, and that in no event was defendant responsible except for its own negligence."

(Resume Reading on Page 81)

All Delta Flights Carry airFREIGHT



Serving 60 Cities in 7 Countries

Leading companies in nearly every field have learned how to improve distribution, build sales and cut costs with Delta airFREIGHT. Find out what flying freight can do for you, how to "air" your shipping problems. For answers to specific questions—or complete shipping analysis, free—call your local representative of Delta airFREIGHT. Or write to:



airFREIGHT Dept., Atlanta Airport,
Atlanta, Georgia

CLASSIFIED ADVERTISING

RATES: 20¢ a word—\$5 minimum

SALE OR LEASE

FOR RENT—Excellent storage warehouse, Bristol, Pa. 12 to 85,000 feet, 10 acres of land. One story, high ceilings, heated, sprinklered, traveling cranes, PRR sidings, Del. Valley Interchange Turnpike. Write Box 221, DISTRIBUTION AGE, Chestnut & 56th Sts., Philadelphia 39, Pa.

HELP WANTED

ASSISTANT DISPATCHER—Experienced in local and long distance household and office moving. Will handle dispatching of large fleet and personnel. Age 30-40. Excellent opportunity. Location New York City. Write Box 223, DISTRIBUTION AGE, Chestnut & 56th Sts., Philadelphia 39, Pa.

SITUATIONS WANTED

WAREHOUSE EXECUTIVE—Vice president and operations manager of large Midwest warehouse contemplating change. Presently operating refrigerated and merchandise storage plants. Have 26 years experience in refrigerated, merchandise and household goods storage. On friendly terms with large number of national distributors. Experienced with all commodities. Write Box 222, DISTRIBUTION AGE, Chestnut & 56th Sts., Philadelphia 39, Pa.

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A memo from Arthur Genet...



From: Arthur Genet, Pres. Greyhound Corp.,
To: Henry Bruner, Pres. Greyvan Lines

Subject: GREYVAN service

I am afraid that when I moved from Cleveland to Chicago last year, I was not as much impressed as I should have been by the efficient way everything was handled and the courtesy and consideration shown by the movers.

At the time I assumed this was special treatment for the new Greyhound President.

Since then I have been delighted to learn that what I got was the standard service accorded every Greyvan customer.

I think you can well be proud of the friendly, intimate service offered by your Greyvan organization -- just as I am proud that Greyvan is an intimate part of Greyhound.

Arthur



GREYVAN LINES
INCORPORATED

General Office: 57 West Grand Avenue, Chicago 10

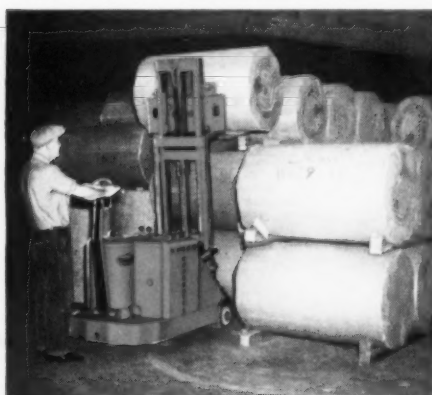


THE GREYHOUND MOVERS

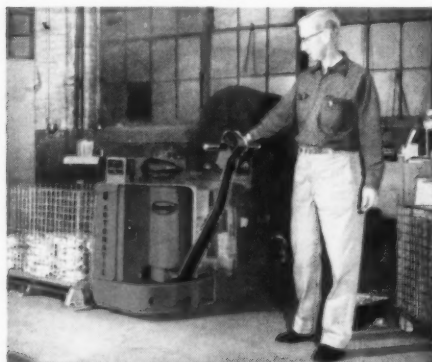
LONG-DISTANCE MOVING AND STORAGE



CONCRETE PRODUCTS: Automatic TRANSPORTER above is one of three platform models which work indoors and out, day and night, in all kinds of weather including rain, snow and ice, for the Permacrete Products Corp., makers of precast concrete products.



TAGS & LABELS: This stacker model TRANSPORTER equipped with special paper roll clamp is used by Central Tag Co., to handle and tier 800 lb. paper rolls in storage, also to deliver them to the presses.



VALVES & METERS: Marked improvement resulted in handling finished parts when this TRANSPORTER went to work for Rockwell Mfg. Co. It carries parts from finishing through inspection and weighing to final assembly.

Automatic TRANSPORTER

LEADS ITS FIELD IN COMPACTNESS... EFFICIENCY...ECONOMY...

Automatic TRANSPORTERS are available in many different types... low and high lift platform... low and high lift pallet... fork, straddle and retractable mast type stackers... tractors. These short, compact, trucks perform all the handling functions of standard rider type trucks yet cost is considerably lower.

In all models, the flexibility, economy and dependability of electric power at its best are combined with many exclusive operating advances. Capacities range from 1,000 to 10,000 lbs. depending upon the model. A complete line of attachments is available.

But see for yourself the superiority of Automatic TRANSPORTERS. Figures below are for low lift pallet model comparison but other TRANSPORTERS show equally impressive advantages.

	CAPACITY...	TRANSPORTER 4,000 LBS.	TRUCK A 4,000 LBS.	TRUCK B 4,000 LBS.	TRUCK C 4,000 LBS.	TRUCK D 4,000 LBS.
SHORTER	Overall length less load...	21½"	25½"	26½"	23¾"	24"
MANEUVER- ABLE	Maximum Overall width	29"	32"	32"	27"	32¼"
BETTER INCHING CONTROL	3 Speed Control	Yes	No	No	No	No
MAXIMUM HEAT PROTECTION	Class H Silicone insu- lated motor	Available	No	No	No	No
MORE EFFICIENT	Hand or foot lowering control	Both	Hand Only	Hand Only	Hand Only	Hand Only

WRITE FOR SPECIFICATIONS & CASE HISTORIES

Write today for complete information including case histories of installations similar to your own where TRANSPORTERS are cutting materials handling costs to a minimum. And get the facts about Automatic's exclusive lease or purchase plan.

Automatic

Dept. C-7, 115 West 87th St. Chicago 20, Ill.

WORLD'S LARGEST EXCLUSIVE BUILDER OF ELECTRIC-DRIVEN INDUSTRIAL TRUCKS

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